



[3SIXTYManagementServices.com](http://3SIXTYManagementServices.com)

## A Personal Message from Rocky Romanella

Welcome to our bi-weekly newsletter. It has been my sincere hope that I can provide information that can enhance your team's business leadership. We continue to grow and add new ideas and thoughts to the newsletter. We receive great feedback from all of you and if there is a topic you would like to see us address or a comment you would like to share, please contact us on our website, [www.3sixtymanagementservices.com](http://www.3sixtymanagementservices.com). You are welcome to forward this newsletter to others who might benefit from the information it contains. Please feel free to contact me personally with any questions or requests for more information.

## Leadership Training Through Thought Leadership and Podcast



Rocky Romanella  
Senior Partner  
3SIXTY Management Services

I recently appeared on The Process with Brad Wilson. In the podcast, titled *How To Position Your Business So That Insanely Successful Corporations Will Be Head Over Heels About Working With You*, we discussed a number of issues. These included:

- \* What are the actionable steps a tiny company can take to collaborate or land a contract with a massive company like UPS?
- \* How to acquire and use mentors in effective ways
- \* What would I think about if I were just starting out today, but still had leadership and business knowledge?

And much more.

The podcast was exciting for several reasons:

1. At 3 SIXTY Management Services we enjoy working with small, start up businesses.
2. Brad has an exciting and interesting podcast and I applaud his new venture and happy to help as he grows his audience.
3. Finally, Working Together and Helping each other WORKS

I have participated in over 70 podcasts reaching various audience sizes and topics. I've learned something during each, and strived to leave things a little better for both the host and audience with some useful ways to think like Balanced Leaders and keep their own lug nuts tightened. [LISTEN TO THE PODCAST.](#)

### Commercial Vehicle Solutions Network (CVSN) Keynote

I am thrilled to be the keynote speaker at the upcoming CVSN Summit at Chateau Elan in September. As always, my goal will be to challenge participants to think of their business and their relationships with key constituents in new ways. We will focus on a number of key issues:

- \* Great leaders have great character
- \* Balanced Leadership
- \* Think like a customer
- \* Constantly question your status quo

If you have an upcoming event, please contact the 3SIXTY team. We can help you develop a dynamic and motivating program for your team - from keynotes to lunch and learns and more. We can help you bring to life vitally important concepts from our Business Leadership Training curriculum. Find out more about our approach to [BUSINESS LEADERSHIP TRAINING.](#)

## Keynote Speaking Engagement Opportunities

Keynote topics designed to educate, inspire and motivate your audience, including:

## Balanced Leadership

**Think Like a Customer** - discussion focused on customer service and value proposition.

**Act Like an Owner** - focused on company culture and leadership principles.

**Feel Like a Valued Employee** - employee development and succession planning.

**Why Values Matter** – balancing profits, company goals and individual objectives.

[READ MORE.](#)



## Coach's Corner

### Be the Best Coach You Can Be

I often think about the time I spent with legendary UCLA Coach John Wooden, whom I had the great pleasure to speak with and interview. He said, "Ability may get you to the top, but it takes character to keep you there." Coach would have been 108 this year.

Coach Wooden helped shape my life and values. As a Balanced Leader, I believe it's my duty to positively impact the experiences of those in my charge. [READ MORE AND SEE MY INTERVIEW WITH COACH WOODEN.](#)

### Develop Your People

Leadership is not a passive duty - it is an active responsibility. You are expected to lead. This means providing people with the leadership they need to successfully reach their desired goals in concert with those in the organization.

You have a responsibility to model effective leadership along with honest and ethical behavior to the employees you represent. Open and honest communications and visibility are an important element of trust. Make sure you are available to your people and visible in your operations or department.

As you move through difficult periods on your way to success, do the 'right thing', take care of your customers, treat others with dignity and respect and celebrate successes. Your reward will be that you will be seen to be "The Leader of Choice." [READ MORE.](#)



## Tighten The Lug Nuts



### Tighten the Lug Nuts: An Amazon 5 Star Book

As I wrote my first book Tighten the Lug Nuts, my vision was simple, create a good read that is both helpful and motivating. Additionally, my hope is that readers would see that it was relevant in more than the business world and section of the book shelf. As I read the newspaper each day, watch the news and discuss current events with friends and family, it is clear to me that a core principal that I speak about in the book is more important in today's world than ever before. Regardless of what section of the paper you read, politics, sports, business or entertainment, in the United States and around the world, **VALUES MATTER.**

Considering the current news of the day I hope Tighten the Lug Nuts can be that book that can help to illustrate **WHY VALUES MATTER**. [READ MORE](#).

## Free Assessment



**Transform Your People and Your Operation Processes.**

Is it possible for your company to grow and develop if your people don't grow and develop their business leadership traits and improve your business processes?

Help your team become more effective and take on bigger and more significant challenges. The 3SIXTY business leadership training team brings decades of experience in our partnership with you to tailor comprehensive leadership development curriculums for your people and train them on skills that will transform your organization.. [READ MORE](#).



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