



3SIXTYManagementServices.com

A Personal Message from Rocky Romanella

Welcome to our bi-weekly newsletter. It is my sincere hope that I can provide information that can enhance your team's business leadership. 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, or visit our website at www.3sixtymanagementservices.com. You are welcome to forward this newsletter to others who might benefit from the information it contains.

Leadership Training Through Thought Leadership



Rocky Romanella
Senior Partner
3SIXTY Management Services

Interview on Dove TV

Tariffs and trade are on everybody's mind today. While these affects all of us on both a personal and a business level, it remains to be seen how it will play out. While we might tend to simplify to enhance our understanding, these are not black and white issues. There are endless layers of complexity and a vast chain of relationships.

I recently appeared in an interview on Dove TV's *Focus Today* with Perry Atkinson in which I was interviewed about the short and long-term effects of tariffs and the impact on both business and consumers, including how this may affect the future of NAFTA. We also discussed the importance of Balanced Leadership, leadership styles, leadership training and the process of negotiation.

Finally, we talked about core values. As my Dad taught me, it's what you do when no one is watching that counts. That has really stuck with me, as there is always someone watching: the man upstairs and the person in the mirror.

You can view the full interview [HERE](#).

Commercial Vehicle Solutions Network (CVSN) Keynote

I am very pleased to announce I will be the keynote speaker at the upcoming Commercial Vehicle Solutions Network Summit at Chateau Elan in September. My focus will be to challenge participants to begin to think in new ways about both their business and their relationships with key constituents. We will focus on four key concepts:

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

If you have an upcoming event, you can take it to the next level by contacting the 3SIXTY team. We can help you develop a dynamic and motivating program for your team - everything from Keynotes, Breakout Sessions, 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 – Values are all about people and managing acceptable behavior as you are *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. Each newsletter, we will add a quote from Coach Wooden. He said, "A good Banker isn't careless with pennies, a good leader isn't sloppy about details."

Coach Wooden played a key role in helping me to shape my life and values. As a Balanced Leader, I strive to go beyond mere coaching. 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.](#)

Propel Your Organization Forward

Aligning your strategy, process and outcomes is key to developing and sustaining organizational momentum.

One of the keys to a successful organization is its Communication Strategy. Does your company have a **Marketing & Communications Playbook? Does it include some of the following?:**

[Business Objective](#)

[Communications Goal](#)

[Communications Objectives](#)

[Platform Message/Business Description](#)

[Who We Are](#)

[Value Proposition](#)

[Business Titles](#)

[Logo Usage](#)

[Fronts](#)

[Email Signatures](#)

[Business Cards](#)

The 3SIXTY team has over 200 years of business experience and can help you define, develop and help implement your Marketing & Communication Playbook. Learn how 3SIXTY solutions helps clients create a meaningful impact that accelerates growth, streamlines process and allows you to track results. [TALK TO AN EXPERT.](#)



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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