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A Personal Message from Rocky Romanella

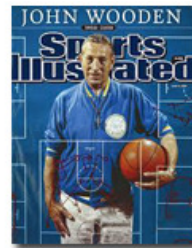
Welcome to our bi-weekly newsletter! You'll find that it is filled with educational information, helpful hints and tips, events, news, podcasts, and in future editions, discount offerings as a thanks to our loyal readers and customers. The team at 3SIXTY wants this newsletter to be valuable for you so please, please share your feedback and suggestions at www.3sixtymanagementservices.com/contact-us to help us improve.

As our economy continues to heat up, and many businesses are experiencing growth and expansion, we will discuss some of these important topics in future editions. It is my sincere hope that I can provide information that can enhance your team's business leadership skills to help your business grow and your team members thrive. 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.



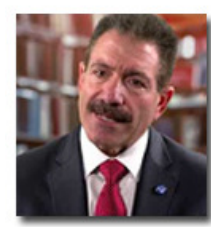
Coach's Corner

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 interview while I was a leader at UPS. Each newsletter, I include one of my favorite quotes from Coach Wooden. He was known to say, "The Four Laws of Learning: Explanation, Demonstration, Correction, Repetition."

Coach Wooden played a key role in helping me to shape my life and values. I've incorporated Coach's Four Laws in many ways over my years as a Balanced Leader – from ensuring safe work methods were followed to establishing leadership expectations. Doing so helps you go beyond coaching to teaching others to act like owners. I believe it's my duty to positively impact the experiences of those on my team and my customers' teams. [READ MORE AND SEE MY INTERVIEW WITH COACH WOODEN.](#)



Keynote Speaking Engagements New Business Podcasts

New Podcast: Hire Power Radio

In this episode we talk about how leaders define and build their core company values. Companies with clearly defined values and purpose consistently outperform their competitors by as much as 10 times. Today's episode is focused on helping you define who you are. "Without a strong set of values, the best leadership strategy can go awry. With a good value structure in place, the worst leadership approach can right itself and eventually lead to the desired outcome." – Rocky Romanella

For more on this important topic, pick up your copy of [Tighten the Lug Nuts: the Principles of Balanced Leadership](#), an Amazon 5- Star Book.

New Podcast: Rather Inventive

We really covered a LOT of ground during this podcast. Takeaways from the podcast include two important pieces of advice I received at an early age and the following:

- **Learn to trust your team members** - You sometimes have to believe in your team members before they are ready to believe in themselves - this is especially important when bringing new people on board.
- **Don't let your strength become your weakness.**
- **There are three key constituents in any organization.**
- **Who actually executes your brand** and what do they do when nobody is watching? Are they executing the brand as though it is THEIR business? If so, you are miles ahead of the competition.
- **Leadership is all about leaving a legacy.** Everybody leaves a legacy. This means everyone is a leader.
- **Make certain everybody gets what they need when they need it.** We must give our team members what they need when they need it. For the experienced team member, what they might need is not to be micro-managed. For the new team member, they may need to be micro-managed. It is a simple lesson, but is extremely important.
- **Don't allow important things to become urgent.** Tighten the lugs nuts first.
- **Values matter in all we do.**

And much, much more.

[LISTEN TO THE PODCASTS.](#)

Some Highlights from a Keynote with The Sales and Service Team at CBRE

It was a pleasure to speak to the New Jersey Sales and Service team for CBRE in Livingston, NJ. CBRE Group, Inc. is a commercial real estate services and investment firm. It is the largest company of its kind in the world, is based in Los Angeles, CA and operates more than 450 offices worldwide with clients in more than 100 countries.

The New Jersey team and I spoke about the importance of creating a strong performance culture. It is critical to a company's long-term success and growth. It should be desire of the senior leadership team to create the best, the brightest, most informed and highly educated management team in the industry. Meetings like this help to build that culture. We spoke about the concept of Balanced Leadership and how Tighten the Lug Nuts can become their "How To Book" moving forward and preparing for 2019 and beyond.

In the service business, people are our most important asset. The time we spend with our people is an investment in the future, not an expense or burden on our time. This time you with your people is an investment. You cannot successfully grow your business without an investment in people.

Rockstar Auto Conference Keynote

I was excited to be one of the keynote speakers at the Rockstar Auto Conference in Las Vegas, October 14-15. Rockstar is a network of professionals who are passionate about serving car dealers and their clients with a better experience: vendor partners that want to see positive, lasting change in the industry and dealers who are tired of searching for a positive environment for learning. Rockstar presents the most exciting speakers in leadership, sales and marketing.

If you have an upcoming event, consider Rocky for a keynote. Or for smaller sessions, we can help you develop a dynamic and motivating program for your team – from training sessions, to breakouts, lunch and learns, and more. We can help you bring to life vitally important concepts from our Business Leadership Training curriculum and Tighten the Lug Nuts: The Principles of Balanced Leadership. Find out more about our approach to business leadership training. [BOOK ROCKY NOW.](#)



Rocky is the Founder and CEO of 3SIXTY Management Services, LLC, a management consulting firm specializing in Keynote Speaking, Business Leadership Development and Consulting Services. He's an experienced CEO who, during his time at UPS, led one of the largest re-branding initiatives in franchising history; The UPS Store, revolutionizing the \$9 billion retail shipping and business services market. He also led the integration of more than 20 acquisitions that became UPS Supply Chain Solutions and led its improved financial performance, capabilities and global network footprint. After retiring from UPS his experiences grew to include, CEO and Director for UniTek Global Services, a telecommunications company and he is currently on the Board of Goodman Networks.

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

Balanced Leadership – deep dive into the Balanced Leadership philosophy along with eight drivers of success that are relative to all businesses

Think Like a Customer – discussion focused on customer service and the value proposition

Act Like an Owner – focused on company culture and leadership principles

Feel Like a Valued Employee – a look into employee development and succession planning

Why Values Matter – values are all about people and managing acceptable behavior, which helps balance profits, company goals and individual objectives.

[READ MORE.](#)



What Others Are Saying . . .

"Our venture with 3SIXTY Management Services creates a robust team of industry and business professionals that can make the necessary connections within a client's business required to execute and manage accelerated strategies tied directly to long-term process improvement, growth and higher profits." *Kevin Mayer - Partner, Larson O'Brien*

"We can only be successful and balanced leaders when we recognize our own ability to influence and empower others by listening, coaching, knowing what we stand for and what we can never compromise. Joe Scafone personifies how wisdom, confidence and humor derived from interactions with family, friends, colleagues and strangers over a lifetime can help train all of us to be the great listeners and leaders of our time. Tighten the Lug Nuts: The Principles of Balanced Leadership is a resource for all aspiring and current leaders." *Karen A. Passaro - Dean, Continuing Education, Seton Hall University.* [SEE MORE.](#)



Need help optimizing your operations and team building?

Utilize this **Team Building Competency Starter List** to determine your team building effectiveness:

- Establishes a climate where team collaboration and effectiveness flourishes;
- Establishes constructive and solid interpersonal relationships;
- Treats others with courtesy, tact and respect;
- Works effectively with others, regardless of organizational level, background, gender, race or ethnicity;
- Works to resolve disagreements, attempting to persuade others and reach agreements;
- Supports group decisions when group decisions are appropriate;
- Leads and facilitates team interaction and maintains focus on group goals.

[TALK TO AN EXPERT.](#)



Tighten The Lug Nuts An Amazon 5-Star Book



One reader's thoughtful comment:

Ciao Rocky,
Hope this note finds you and your family well. Thank you again for sharing a copy of your book. In addition to being a beautiful tribute to your family, I found its content validating in terms of my own personal experience and work experience. I will incorporate your lessons in my coaching repertoire with new school administrators this year. My favorite story was about the pizza delivery guy!
Anthony Amodeo

How Organizations Navigate:

Mission

Your mission is your compass. No matter where you find yourself, it helps you navigate in the right direction. It's your organization's enduring purpose for being. Just like magnetic North, it doesn't change.

Vision

Your vision is a destination you can see on the horizon. It's far away, so you may not see it clearly, but it's a real place. It's the outcomes you would see in the world in X years if you successfully advance the mission. Vision is renewed periodically as progress is made. Like the horizon, the more you progress towards it, the more you begin to see beyond to the next horizon.

Strategy

Your strategy is the path you choose to reach your destination. There will be many ways to get from point A to point B. Strategy is a choice. It's the route you choose to take to the necessary exclusion of some other routes.

Road map

Your road map documents what you expect to encounter along the route you've chosen – the mountains, the bridges, all the milestones that will show you you're on the right path and can keep going.

[READ MORE.](#)



Free Assessment

Transform Your People and Your Operational 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 curriculum for your team members and train them on skills that will transform your organization. [READ MORE.](#)



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