



3SIXTYManagementServices.com

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. We want this newsletter to be valuable for you so please, please share your feedback and suggestions to help us improve.

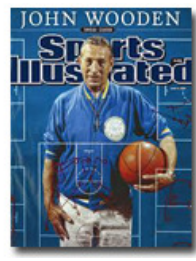
We hope you have been enjoying your summer! Labor Day marks the traditional end of summer and back to school. It also marks the final push for many businesses in their march to year-end, and preparation for 2019.

As our economy continues to heat up, and many business experience 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.



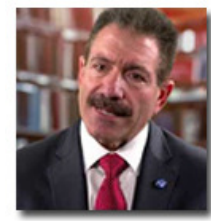
Coach's Corner

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 will add one of my favorite quotes from Coach Wooden. He once said, "A person must be interested in finding the best way, not in having their own way."

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.](#)



Keynote Speaking Engagements New Business Podcasts

New Podcast: Heartpreneur® Radio with Terri Levine

I was recently interviewed on Heartpreneur® Radio with Terri Levine. We discussed Balanced Leadership concepts and how implementing the Balanced Leadership model can help teams prepare to meet future challenges and eliminate many of the extreme "swings" that can lead to failure. In all our decisions as leaders, we need to be aware of three key constituents: We need to think like a customer, make sure our people feel like valued individuals and act like owners in all the decisions we make. The Balanced Leadership model maximizes results for customers, people, and stakeholders or shareholders.

New Podcast: Reid Method Insider Podcast

I was happy to join Everold Reid to discuss "Why Values Matter In Life And Business." Most important among the topics we discussed are the three questions we need to ask – both as a business professional and as individual:

Who are we?

What do we stand for?

What are the things we won't compromise?

The three takeaways from this podcast include:

Value those on your team who work tirelessly to create "aha" moments for your brand.

Effective leaders create a culture of excellence that manifests itself in the daily actions of their associates and ultimately defines your brand. They are your "value added."

The quality of the relationship is directly proportional to your efforts to build. When you feel like a valued individual you are more likely to put in the time and effort to build these relationships.

[LISTEN TO THE PODCASTS.](#)



Commercial Vehicle Solutions Network (CVSN) Keynote

I was pleased and honored to be the keynote speaker at the Commercial Vehicle Solutions Network Summit at Chateau Elan on September 10. At the conference, I challenged participants to begin to think in new ways about both their business and their relationships with their key constituents. We focused on four key concepts:

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

Rockstar Auto Conference Keynote

I am excited to be one of the keynote speakers at the Rockstar Auto Conference in Las Vegas, October 14-15. Rockstar Auto Conference was born from the belief that there is a better way for people to do business in the automotive industry. 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. They believe every dealer deserves the best performance possible from their vendors and that every attendee deserves to leave their events better than when they arrived.

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. Find out more about our approach to [BUSINESS LEADERSHIP TRAINING.](#)



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 performance, capabilities and global 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 . . .

“Rocky is an authentic speaker with great passion and enthusiasm. With over 40 years of ‘boots on the ground’ leadership experience, he created excitement through his energy, passion and knowledge. He connected with our audience, regardless of size, whether in our Emerging Leaders group, and breakout sessions over two days. In his one to one conversational style, he painted a picture through his unique storytelling and worked hard to understand our groups and business. Through his Balanced Leadership Model there is a laser focus on customer needs, employee empowerment and the demands of stakeholders.” *Adam Bjerke Anchor Paper Co., Board Member of Emerging Executives at Afflink*

“Rocky wowed the audience with his relatability and deep understanding of what it takes to not just lead but lead successfully. He did his homework with the group; attending the roundtable session, asking intuitive questions and mingling at the receptions.” *Kristi Spargo, Managing Editor, JDT National Association of Dental Laboratories.* [SEE MORE.](#)



Need help optimizing your operations and supply chain partners?

If your LEAN or SMART approach is lacking, 3SIXTY’s top-tier Industrial Engineering, Supply Chain and Logistics experts design tailored solutions to optimize productivity.

We can help you reach new levels of Operational Excellence. 3SIXTY experts from UPS, the world’s leader in supply chain, logistics, transportation and distribution know that reaching Smart Operational Excellence requires a sustained and deliberate effort over several years to operate more efficiently, service customers better and manage risk. Take action now. Let us develop a strategy to set priorities for connecting products in the field with assets in your value chain, identify strategic suppliers, and help you better work with your logistics provider.

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 An Amazon 5-Star Book



Who was the book written for?

The inspiration of this book began as a tribute to a wonderful family and in grateful respect for an excellent career that I feel very fortunate and blessed to have lived, learned, and experienced. It also gave me an opportunity to recognize and say thank you to two very influential people in my life, my father, Pasquale and my thoughtful, caring wife, friend, and partner, Debbie Romanella, affectionately known as “the Hon”.

We take great pride in the books we have read and where they sit on the best-seller list. I often find that some of the best examples and learning experiences come from the stories we tell and the experiences we share. Sometimes they come from the stories we learned as children or read to our children as parents or grandparents. Leaders must develop emotional intelligence along with their educational intelligence and business acumen. Sometimes I find, a simple story can help people see the bigger picture, promote moral and ethical behavior, and maybe, just maybe, not take ourselves so seriously that we lose sight of the fact that it is not always about us. [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 curriculums for your people and train them on skills that will transform your organization. [READ MORE.](#)



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