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# Main Story: The Definition of a Successful Leader



## YOUR THOUGHTS AND RESPONSES

### What is the Definition of a Successful Leader?

I believe the definition of a successful leader can be summarized as a person who adds immediate value as a trusted advisor, mentor and visionary who uses a process approach to lead the organization and its people to new levels of success. Great organizations need to have a thoughtful vision and strategy. Great leaders need to combine that strategic vision with the ability to tactically execute the strategy.

**I would love to hear what you think** and would greatly value your input. Please give me your thoughts on this list and previous conversations on our main topics. Let me know what YOU would add to the list. **Just drop me a quick email at [rockyromanella@gmail.com](mailto:rockyromanella@gmail.com)** with your ideas regarding **The Definition of a Successful Leader**.

## New Podcasts Now Available At Our Website

Check out our latest podcasts on leadership and small business. I spoke with Staci Marie of *Inspire Me* and Sharifa of *Ask Sharifa*.

We covered a lot of topics in a number of these podcasts including the concepts of Balanced Leadership, leaving a legacy and how working for a large organization differs from owning one's own business.



### Listen To The Podcast



## Your Next Conference, Your Next Motivational Speaker, Your Next Topic

To achieve success, you will need to embrace the Balanced Leadership philosophy along with the goals and objectives through walking the talk and your daily actions. Your success will be measured by the degree to which everyone in your organization at every level begins to understand, embrace, emulate, and execute the vision and strategy.

### Book Rocky Now



## Book Rocky Now

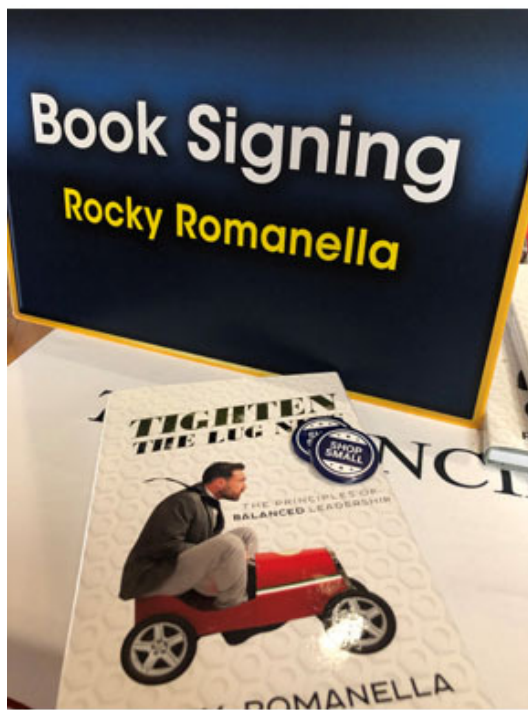
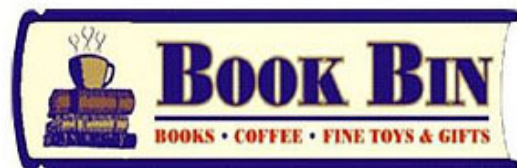
### New Book Signing - Book Bin, Onley VA

I will be appearing at a book signing on April 13 from 10 a.m. to 1 p.m. at Book Bin at 25304 Lankford Hwy. in Onley, VA. If you are in the area, please stop by.

#### Interested in a book signing?

Please contact me personally with any questions or to schedule a book signing. If you would like to purchase books as a gift and would like them signed, call or email me at rockyromanella@gmail.com to coordinate.

Or you can use the contact form at [3SIXTYManagementServices.com](http://3SIXTYManagementServices.com)



### Coach's Corner - March Madness and an exclusive never-seen before interview with UCLA Coach John Wooden

In every newsletter I include a quote from UCLA Coach John Wooden, whom I had the great pleasure to interview while I was a leader at UPS. Coach often said, ***“Although there is no progress without change, not all change is good.”*** Click below to view the full interview.



With March Madness now here, please look at the unique and exclusive interview with legendary Coach John Wooden on our website. Coach Wooden was a supporter of the Jimmy V Foundation and in memory of Coach Valvano, who passed away, April 28, 1993, we are remembering Coach Valvano and his fight by donating one dollar to the Jimmy V Fund to find the cure for each copy of *Tighten The Lug Nuts* sold.

Coach Valvano is remembered for being many things: a player, a coach, a broadcaster, a brother, husband and a father. But above all he was an inspiration. And when he was diagnosed with cancer at 46, he never gave up. Thank you in advance for your generous support and enjoy the book.

### Visit The Coach's Corner



## The Video Library is Here (And, You Don't Need a Library Card)

Time is of the essence for all of us. We are overloaded with information – so much so that we simply cannot digest it all. For this reason, I am very excited to announce our new video library.

Here you can explore important concepts in mere minutes. Short on ideas for your next meeting? There are loads of ideas here. Need a quick video for your next gathering? Looking for a keynote speaker or advisor? You might find just what you are looking for here. New videos are added regularly, so be sure to check back soon.

Take a moment and check out our [new commercial](#) for *Tighten The Lug Nuts* entitled *Become A Better Leader*.

### Visit The Video Library

## What Others Are Saying . . .

"Rocky was an inspiration to our Carnegie Business Collaborative (CBC) networking members. He was motivating, informative and fun and gave us real life examples on his balance leadership experiences. We all went back to our office's better leaders today because of him. I am thrilled and honored to have had Rocky at our networking meeting and the entire group felt the same. And 'The Lugnuts' were flying outta there. I urge you to get your copy."

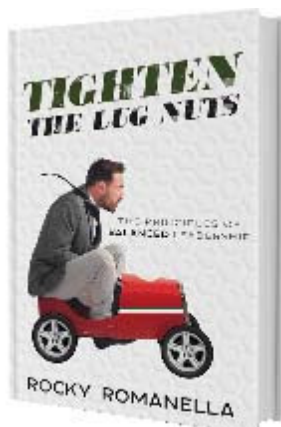
**Christopher Kuhn, President & CEO, ELO Consulting, LLC, CBC Networking Group Member**

"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.

**Adam Bjerke, Anchor Paper Company,  
Board Member of Emerging Executives at Afflink**

Even Google likes us. We are ranked at #5 for *Motivational Keynote Speaker 2019*, #6 for *2019 Motivational Keynote Speakers* and #5 for *Best 2019 Motivational Keynote Speakers*.

**Read More**



## **Tighten the Lug Nuts: The Principles of Balanced Leadership**

Leadership is something we all have concerns about. Leadership is not a concept that only applies to certain people in business, government, and civic organizations. The reality is that no matter our age, gender, occupation, educational level, or position in life, each of us touches and influences other lives. In this book, rated 5 stars on Amazon, I present a powerful overview of the concepts of Balanced Leadership and how each of us as leaders in our own way can make a difference and Leave Our Legacy.

**Get Your Copy**

# FREE ASSESSMENT

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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