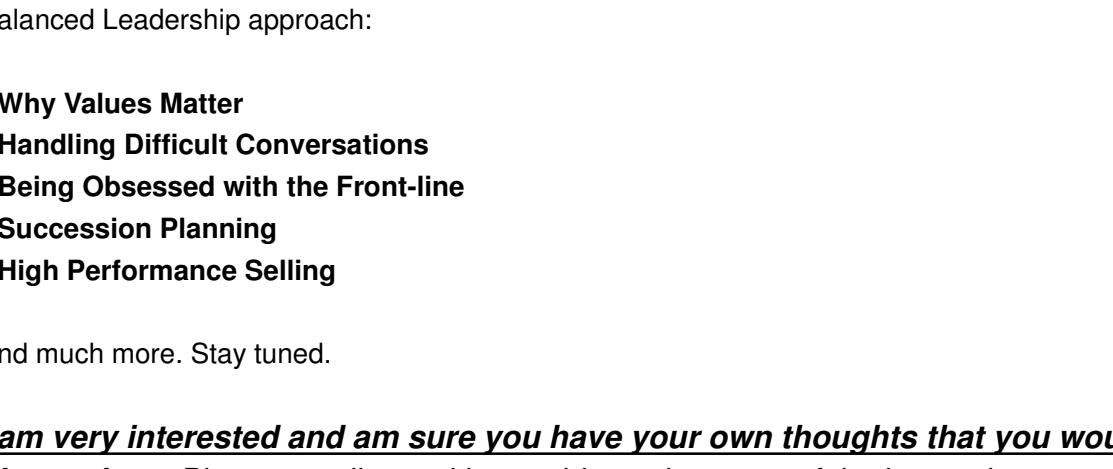


In This Issue

- Leadership Training - A Strategic Investment
- Keynote speaking: Thoughts from my most recent events and upcoming events.
- New podcasts: Our latest is with Tim Alison on Screw the Naysayers
- Coaches Corner: Wisdom from some of the greatest coaches.
- The Video Library: This is a great place to start your research.
- Tighten The Lugnuts: A game-changing book that continues to receive 5-Star reviews.
- Free Assessment: Our business assessment is an objective look at your business, designed to provide you with a clear picture of: **Where** your business is today; **What** will help you get to where you want to be tomorrow; **What** might hinder or impede your progress, and; **What** specific actions can be taken to address all these issues.

Main Story: Leadership Training - A Strategic Investment



Leadership Training - A Strategic Investment

The goal of Leadership Training is to learn how to motivate and develop your team to optimize outcomes. Utilizing a Balanced Leadership approach can make that happen.

Great leaders rise to the top, but all need development and training along the way. The objective of "Balanced Leadership" training offered by 3SIXTY is to recognize that the balance between customers, people and stakeholders is a strategic process that requires constant calibration. This training will explore the concepts of Balanced Leadership and how optimizing processes through this lens helps you optimize your business performance.

The context of our training program includes a road map in five key areas:

Thinking like a customer by approaching each challenge as a true solutions provider. We'll emphasize how your actions influence your people and how you can help them better understand your business from the eyes of the customer and use this new insight to guide their decisions and actions.

Feeling like a valuable contributor by believing your work and your team's contributions matter, while never compromising on safety and values. When you feel valued, you are empowered. You make smart decisions. By fostering this mindset, you create an uncompromising culture of integrity, honesty, respect and service.

Acting like an owner with a true understanding of the organizations business objectives and competitive environment and the critical role of each contributor in what leads to success. When you treat your job as if it is your business, you pay careful attention to your customers and people – and more.

Understanding the "Big 8", key drivers of a successful business roadmap, and how to use them to connect performance to business results.

Driving employee engagements through a well-defined communications strategy.

In upcoming newsletters we will cover more of the concepts that form an integral part of a Balanced Leadership approach:

- * Why Values Matter
- * Handling Difficult Conversations
- * Being Obsessed with the Front-line
- * Succession Planning
- * High Performance Selling

And much more. Stay tuned.

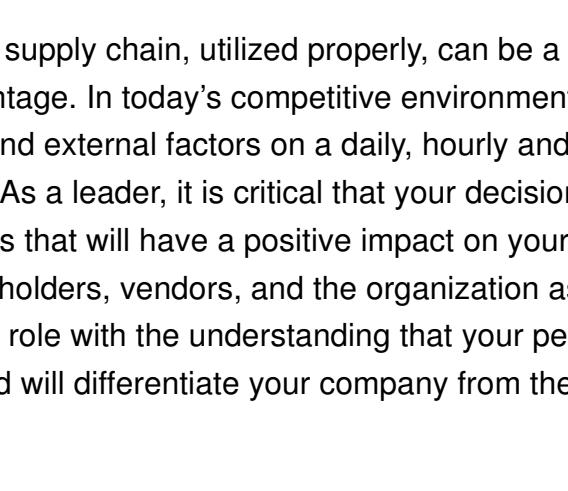
I am very interested and am sure you have your own thoughts that you would like to share. Please email me with your ideas about any of the items above at rockyromanella@gmail.com.

Call today and schedule your free training assessment: 610-322-0720.

Special Gift For Responders

As a thank you, the email addresses of those who respond will be entered in a drawing to receive a free signed paperback copy of **Tighten the Lug Nuts - The Principles of Balanced Leadership**. Three names will be drawn and I will contact the winners via email.

[Learn More](#)



Keynote Speaker: Emerge Insight Tour, The Peninsula Hotel, Chicago, Ill., July 26, 2019.

Our topic will be:

Making Informed Operational Decisions with your Three Key Constituents in Mind Through Balanced Leadership.

In this dynamic and down-to-earth keynote address, Rocky draws from his 35+ year career at UPS and uses simple but effective storytelling techniques to recount his journey as a senior leader across all aspects of UPS and UPS Supply Chain Solutions. As one of the architects of UPS's entry into supply chain and logistics, Rocky will offer guidance on how senior-level leaders of logistics and supply chain management can create a performance-driven organization that operates more efficiently and effectively by applying the principles of Balanced Leadership. He'll also showcase how operational leaders can help people at all levels of an organization see the bigger picture and promote moral and ethical behavior. At the core of Rocky's operational and business success is his Balanced Leadership approach, which takes into consideration three key constituents - customers, people and shareholders - who must always be represented in the decision-making process.

A comprehensive supply chain, utilized properly, can be a strategic and competitive advantage. In today's competitive environment it is being taxed by multiple internal and external factors on a daily, hourly and sometimes minute-by-minute basis. As a leader, it is critical that your decisions are timely and informed decisions that will have a positive impact on your customers, employees, stakeholders, vendors, and the organization as a whole. Approaching your role with the understanding that your people are your greatest asset and will differentiate your company from the competition in

today's highly competitive business environment will be an essential ingredient to your success. You will understand the value of having the best, the brightest, most informed and best educated people in the industry as part of your team. Rocky will demonstrate through his "boots on the ground experiences" that his investment in the people in his care were critical to the success of UPS SUPPLY CHAIN SOLUTIONS as they entered new verticals such as Healthcare and High Tech.

A balanced leader with a high level of emotional intelligence requires another level of skill that goes beyond education, job experience, and technical know-how. Active listening, building strong relationships and taking responsibility all contribute to what it takes to be a successful operational leader in today's ever-changing business environment. With a complete, robust and articulated vision, strategy, training and communications plan, you will accomplish your goals and objectives though walking the talk and your daily actions.

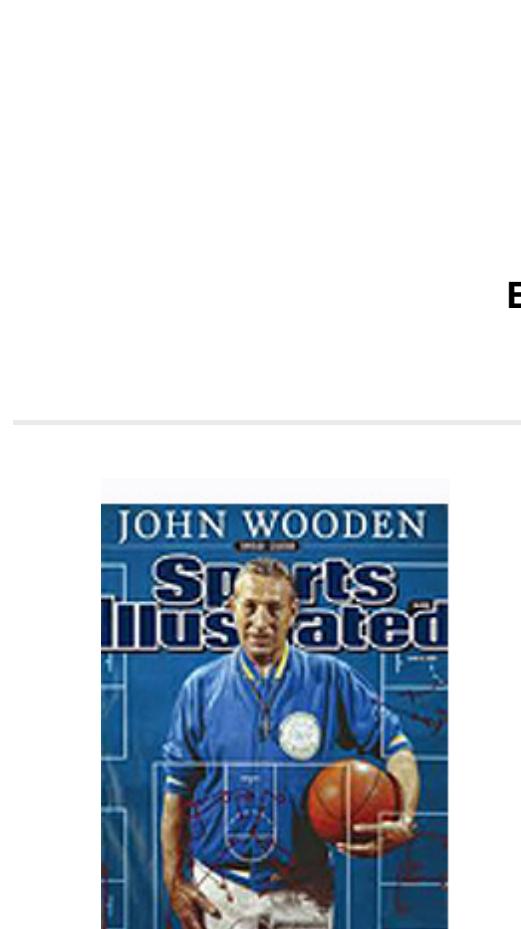
Book Rocky Now

New Video Podcast Now Available

I was recently interviewed by Don McCauley regarding how to create the perfect meeting. In this interview we covered all the important questions, including most of the topics listed above. Many of these principles will apply to any type of meeting or event. The full interview is now available at the 3SIXTY Management Services website.

**How to
create the
perfect
meeting**

Listen To The Podcast

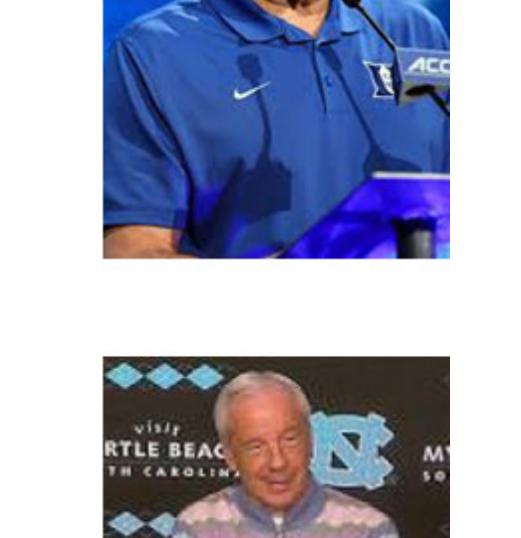


New Podcast: Screw the Naysayers with Tim Alison

How can you become the architect of your own destiny? This episode is packed full of advice on leadership, living your life with purpose and legacy. We talked about my views on naysayers and how to deal with them. We also discussed the advice from my Dad that helped me shape my own destiny.

Episode 42

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



Coach's Corner - 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, "**Beating an opponent is not a goal, but a by-product of success.**" Click below to view the full interview.

If you play a coaching role (and we all do), 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 . . .

"Arpin Van Lines Inc. was fortunate enough to have Rocky Romanella as keynote speaker during our Arpin Agent convention. This event brings together our agent Partners from across the United States. It was clearly apparent that all our convention participants - agents, Arpin management and staff and vendors - benefited from Rocky's experiences, expertise and his ability to relate all to our group. His delivery was made in a warm, witty and articulate manner. Rocky inspired many to look inward and improve the way they operate their businesses and lead their team members."

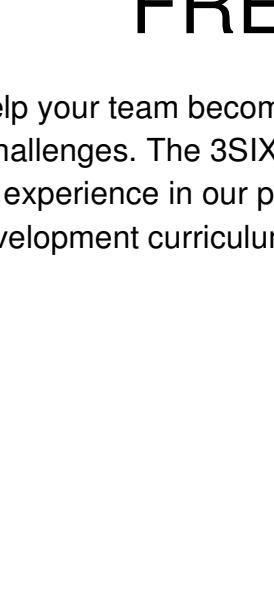
Conrad Swanson Sr., Vice President Agency Development

"Rocky Romanella has written a highly useful and highly readable book for anyone wishing to be a more effective (and happy) leader. His storytelling approach makes the book an entertaining read, and the lesson summaries that complete each chapter serve as a blueprint for putting the information into practice. I'd recommend **Tighten The Lug Nuts** to new leaders as well as experienced leaders. If you don't learn something from this book, you're not trying!"

Dennis Snow, Business Author, Speaker and Consultant

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

Is there a central message in the book?

Legacy: As you grow and develop, take on new challenges or simply move into a new phase of your life, you will be faced with complications and adversity that may set you back. Honesty, perseverance, and trustworthiness will become major factors in overcoming these obstacles and creating your personal brand and your legacy. Along the way, you come to a decision point or stage gate. Your choice is simple but profound in each instance, but a decision must be made.

Your choices are LEAD, FOLLOW, or GET OUT OF THE WAY.

The Lesson: Create your legacy. Continuous improvement and development require constant calibration and optimizes performance.

[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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