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Main Story: The Essential Ingredients of Leadership



YOUR THOUGHTS AND RESPONSES

In the last issue we asked several questions regarding how you perceive the Essential Ingredients of Leadership.

Here is a summary of the answers we received.

Leadership is about building a bridge to our future. You give your people the opportunity to help build that bridge by communicating and educating each one of them on your vision and strategy using the Essential Leadership Ingredients to communicate, motivate and inspire them.

Leadership is the ability to quickly, accurately and effectively assess:

- who you are
- what you stand for, and
- what you will never compromise

And most importantly, do the value and ethics of the organization match yours and those of the people you manage and does it correspond to what your people, your customers and investors believe to be your strategy, that consistently reflects the brand?

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** with your ideas regarding **The Essential Ingredients of Leadership**.

New Podcast: Pure Mind Magic by Jennifer S. Royal

Pure Mind Magic offers life design and mindset strategies from brilliant minds around the world. In this episode we delved into the Principles of Balanced Leadership and how to be more productive, business development topics and how to be better leader.



Episode 29

[Listen To The Podcast](#)



New Podcast: The Specialist Radio Hour with Chris Kettner

I appeared on Chris Kettner's, "The Specialist Radio Hour" on the Stars and Stripes podcast. We discussed a number of important topics including leadership. We also discussed *Tighten the Lug Nuts: The Principles of Balanced Leadership*, including the genesis of the book and why it's important to take care of important things before they become urgent.

Episode 30

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



Keynote: TD Bank Digital Leadership Conference, March 14, 2019

It was great to address the TD Bank Digital Leadership Conference. We discussed Balanced Leadership, with a particular emphasis on customers and people development.

From a customer perspective, we discussed that the biggest differentiator between us and our competitors is the superior customer experience we provide. During every customer interaction our reputation is on the line.

Our Priority is Customer Satisfaction: Whether on the phone, in person or via electronic communication, genuinely interact and connect with customers, ensure a positive experience and exceed expectations.

Actively Listen to Customer Needs: Consistently demonstrate to customers you are in tune with their needs and are operating in their best interest. Customers know what they want but may not always explain it in a manner which is clear to you. Therefore, it is important effective listening skills are utilized. If you do not understand a request, ask clear, positively articulated questions until you understand. Do not rush customers, allow them at their own pace to discuss what they need. Once customers have expressed their needs confirm your understanding with them to ensure communication is clear.

I participated in a speed mentoring exercise that was world class. We also spoke about how creating a strong culture is critical to your 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 best educated management team in the industry.

Book Rocky Now

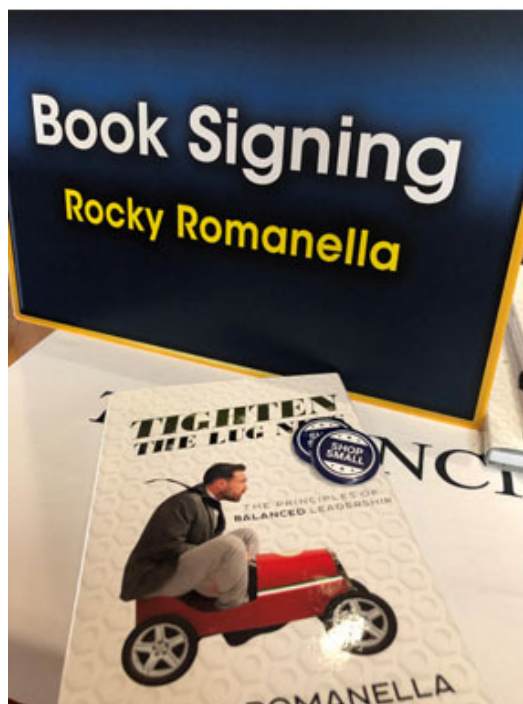
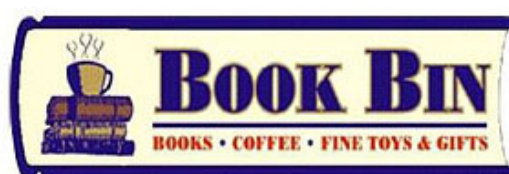
New Book Signing - Book Bin, Onley VA

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





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, “***Don’t let yesterday take up too much of today.***” Click below to view the full interview.



With March Madness around the corner, 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 . . .

I just want to take a moment to thank you for coming to speak at our SSA Convention this year in Asheville, North Carolina.

As you know, we strive to provide a motivational keynote speaker each year that will be able to grab the attention of our members, motivate them and give them meaningful ideas that they can take back and apply in their business.

Quite frankly, your keynote address was one of the best we've ever had.

It's clear that you spoke to us from your heart. You were presenting, not mere team management principles, but rather a philosophy of life, one that you clearly believe and live by. It was very enthusiastically received. Here are just some of the comments I got from our members after your presentation:

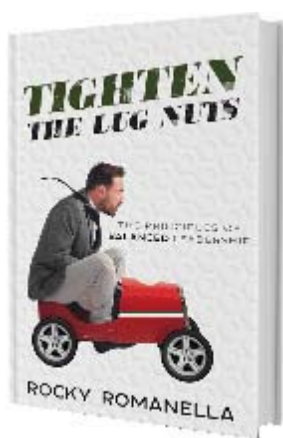
*"Loved the energy."
"Very energetic. Great info and all useful."
"Challenging in a positive way."
"Relevant. Enjoyable."
"Bring him back!"*

I am especially grateful for the advanced preparation you did, calling our members, getting to know the issues they face and tailoring your presentation to the unique needs of our group. You hit this one out of the park.

Craig S. Fry
Executive Director
Service Specialists Association

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.

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