



[3SIXTYManagementServices.com](http://3SIXTYManagementServices.com)

## A Personal Message from Rocky Romanella

Welcome to our bi-weekly newsletter! We are on our stretch drive to the end of 2018. I hope you'll find our newsletter will be helpful as you wrap up 2018 with an eye to 2019 and beyond. **(The 100-day plan detailed below can help get your team off to a great start in the New Year).** This newsletter is filled with educational information, helpful hints and tips, events, news, podcasts, and 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 <http://www.3sixtymanagementservices.com/contact-us> to help us improve.

**In keeping with the holiday spirit, we are offering a 10% discount on all of our services booked in December 2018 for services in 2019.**

**Need a Keynote Speaker?  
Book Rocky now and save 10%**

**Need help developing your Leadership Training plan for 2019?  
Book now and save 10%**

**Want to focus on Process Improvement to shore-up your 2019 Business Plan?  
Book now and save 10%**

Please feel free to contact me personally with any questions or requests for more information.



## Keynote Speaking Engagements New Business Podcasts

### The 100-Day Plan For 2019

Now is the time to plan for next year's results. The arduous task of plotting the path forward means you're likely bombarded by flowcharts, performance reviews and marketing projections, etc. Yet, despite your best efforts, sometimes plans fall short. If you're like most managers, it is not so much that you don't know how to plan, but maybe instead focus on the wrong things. Often day-to-day activities require constant fire-fighting and wrestling with ongoing business challenges. If this sounds familiar, there is a better path forward.

Our highly praised 100-day plan offers an easy to implement blueprint for a strategic planning process that is both powerful in its approach and elegant in its simplicity. This approach to planning resonates deeply with both new and experienced team leaders.

"I believe that when it comes to providing leadership and setting expectations, it starts with the leader being clear and concise on the vision for the New Year and the first 100 days of it," Romanella states. "A good plan and vision will give you the ability to start right and stay the course throughout the coming year. The plan should be written and well-communicated so that there is no confusion, and designed with a process to gauge progress and hold everyone accountable."

More information on the development of a 100-day business plan and a wealth of other strategic planning material is available in *Tighten The Lug Nuts: The Principles of Balanced Leadership*. I bring these principles to life in engaging and highly entertaining keynote presentations and breakout sessions. We can work with your team to create a world class event and inspire your audience. Our keynotes and breakout sessions will help your audiences to stabilize, lead, and grow their businesses through our Balanced Leadership approach. Both can provide an education platform tailored to your audience's needs.

[BOOK ROCKY NOW.](#)

### New Feature Article In Fender Bender - 6 Tips for Effective Communication Skills

Rocky was recently featured in an article in the December issue of Fender Bender online. Some takeaways from the article on the Fender Bender site include:

#### **The boss should set the example.**

By acting as a "true solutions provider," in which he or she consistently carries out these practices to set an example for the team.

#### **Place an emphasis on learning the services that the business sells.**

In order to avoid barriers in communication, staff members need to be sufficiently knowledgeable about the job. During every customer interaction, the business' reputation is on the line.

#### **Teach staff to listen and let the customer dictate the pace.**

An important step to teach your staff is to understand the audience and adapt. Be respectful of everyone's time, tenure and experience. If someone seems confused, ask that person for feedback or a confirmation he or she understands.

Teach the employee to allow the customer to respond at his or her own pace. A customer should never be rushed in this interaction.

#### **Emphasize the importance of authenticity in communicating.**

Employees who demonstrate team-building skills can anticipate potential conflicts and react accordingly, handle differences in work styles among co-workers, inspire others to contribute ideas and demonstrate a personal commitment to group goals.

A part of being authentic is being fair to customers and following through on your word.

#### **Look into interactive training methods for staff.**

The owner's responsibility lies in making sure the employee can complete any type of communication training without distractions.

Interactive modules are very effective when the lessons include a passing or failing score. The key to identifying the right type of online training is determining the goal, how much you are willing to spend, ensuring continuous training after the module and expending the budget.

#### **Try a role play of the customer service interaction.**

Acting out a customer service situation can highlight any disconnects coming from the staff.

It forces you to be in the shoes of the person sending the messages and receiving the messages or feedback.

[BOOK ROCKY NOW.](#)



### New Podcast: Leadership Coaching Group with Liz Roney: Leadership During the Holidays

The holidays can be a very exciting time of year, but they can also be especially busy and sometimes rather stressful. As a leader, what considerations should you have when balancing your business priorities, your people's schedules, and yourself? I understand the pace of the "peak season" that was the holiday season for UPS and the operations I managed.

#### **What we covered:**

- Encouraging staff to take appropriate amounts of leave before the busiest seasons
- How leaders influence the outlook of employees
- Recognizing when employees need extra support this time of year

[LISTEN TO THE PODCASTS.](#)

Are you looking for the perfect holiday gift for your employees, clients and partners?



Go thoughtful this season by choosing a great gift of a personalized holiday basket with a great book inside or a personalized signed copy of the 5-star Amazon rated book *Tighten the Lug Nuts*. During this season of giving, you can celebrate the hard work and dedication of family, friends and coworkers with a well-deserved gift basket.

May the spirit of the holidays be with you throughout the New Year and your home be filled with all the joys of the season.

To order a gift basket, contact Heather Bruno Saracen at [heather@brunobicycles.com](mailto:heather@brunobicycles.com) or call 609-208-0544.

Interested in hosting a book signing event?



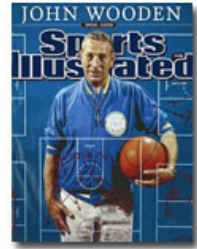
Please contact me personally with any questions or to schedule a book signing. If you would like to purchase books as a gift and would like them signed call or email me at [rockyromanella@gmail.com](mailto:rockyromanella@gmail.com) to coordinate.

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



## 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. Coach often said **"What is right is more important, than who is right."**

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.](#)



Look No Further For Your Next Motivational Business Leadership Keynote Speaker

*"Rocky was our Keynote Speaker at our SSA Convention in Asheville, NC on October 3. Rocky gave an inspiring Keynote presentation. Through his over 40 years of experience and great passion he has a message that he lived and believes, and one our audience and yours can connect with."* Craig Fry, Executive Director, Service Specialists Association

Rocky Romanella is the Founder and CEO of 3SIXTY Management Services, LLC, a management consulting firm specializing in Keynote Speaking, Leadership Development and Consulting Services. Rocky creates excitement through his energy, passion and knowledge and will connect with your audience, regardless of size, in a one-to-one conversational style. Rocky will incorporate his Balanced Leadership Model with your business goals to help your audience better focus on customer needs, employee empowerment and the demands of shareholders.

Rocky is 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. While leading The UPS Store, the network increased retail units, same-store sales by 5.8%, outpacing the National Retail Federation results of 4.6% during a recession.

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.

Rocky has the rare ability to see a clear vision of the changing business landscape, the passion to develop strategies, tactics and metrics to drive desired results.

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. [BOOK ROCKY NOW.](#)



## Who is Joe Scafone?

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Effective leaders MUST get buy-in from their teams on many issues. However, many of us have a difficult time communicating what must be done without stepping on toes, appearing to be threatening or putting our team members on the defensive. Using just one simple (and extremely powerful) idea, Joe Scafone can help you accomplish this, using a concept your team will love. Frankly, this may be one of the most important leadership concepts you will ever encounter. Have you met Joe?

[READ MORE.](#)





# 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, we are 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.. [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 offices 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 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, President of Snow & Associates Inc., author of Unleashing Excellence, the Complete Guide to Ultimate Customer Service* [SEE MORE.](#)



## Tighten The Lug Nuts An Amazon 5-Star Book



### Why did you write this book?

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.

Through this extension, we are all leaders to someone at some time. It can be a person under our supervision or care, a spouse we honor and live with, or a child we nurture, a student we teach, or a player we coach. It could be as simple as a fellow member of our church or religious affiliation, club, league or association. However, it is usually identified by the fact we have made a positive difference through our actions and examples. With this sense of responsibility and being lifelong learners, we are constantly in pursuit of knowledge, whether written or experienced, of how to be a good leader and how to improve our skills.

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. I have found that leaders must develop emotional intelligence along with their educational intelligence and business acumen. Sometimes a simple story, I find, can help people see the bigger picture, promote moral and ethical behavior, and maybe, just maybe, help us to not take ourselves so seriously. [READ MORE.](#)



## Free Assessment

### Transform Your People and Your Operational 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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