



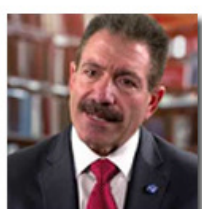
3SIXTYManagementServices.com

A Personal Message from Rocky Romanella

Welcome to our bi-weekly newsletter! The new year is off and running. Are you ready to take things to the next level? **The 100-day plan detailed below can help get your team off to a great start in the New Year.**

Our goal is to fill this newsletter 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.

Please feel free to contact me personally with any questions or requests for more information: rockyromanella@gmail.com.



Keynote Speaking Engagements New Business Podcasts

New Podcast: The Ultimate Leadership Podcast with Chris Cebollero

Lots of great information in this podcast. The discussion centered on two topics:

1. Who is a leader?
2. What is balanced leadership?

* We are all leaders.

I believe that we're all leaders. Sometimes we can get caught up in titles, but at the end of the day we're all leaders at one time or another. Leadership is leaving things a little better than you've found them. Are people better after they've interacted with you? Then you're a leader.

* What is balanced leadership?

Great leaders always keep things in balance. Extremes are generally no good on either side. So how do we find this balance? When we swing one way too far as a company or a leader, we get out of balance. The concept of balanced leadership is the key.

Every time you need to make a decision, challenge yourself with three questions:

- Am I thinking like a customer?
- Do my people feel like valued individuals and will they understand their roles?
- Am I acting like an owner?

Further discussion topics were:

1. What are you trying to accomplish?

Ask yourself "What is it that I'm trying to accomplish? What are the things that are important to my customer and my team and what we are trying to accomplish?"

2. Each one of us should take inventory of three key things:

- Who am I?
- What do I stand for?
- What won't I compromise?

3. We also need to think about our legacy:

As a leader, you may have to believe in your people for you and them, until they are ready to believe in themselves. You bridge the confidence gap. For me, leadership is ultimately about legacy. Legacy is living things a little better than you found them.



New Motivational Keynote Speaker Listing

Finding the best motivational speakers for an event can be a real chore. The research is difficult and can require many hours of searching the Internet. I am proud to announce our listing on 500 Speakers. This site features [keynote speakers](#) of every type and style - motivational speakers, keynote speakers, leadership speakers, business speakers, event speakers, conference speakers - in short, everything. You can find my listing there under Rocky Romanella Author, International Motivational Keynote Speaker & Consultant

Or, reach us directly on the web at, www.3sixtymanagementservices.com/motivational-speaker, or email rockyromanella@gmail.com

New Podcasts Resource Page

We have experienced a lot of growth this year. So much so that we decided to totally redesign the podcast section of our website. Now you can access all of them at the [new podcast page](#).



Your Next Conference, Your Next Motivational Speaker, Your Next Topic: Balanced Leadership, Delivered by the Best Keynote Speaker.

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.

In the service business, people are our most important asset. The time we spend with our people is an investment in the future, not an expense or burden on our time. This time you spend with your people is an investment.

You cannot successfully grow your business without an investment in people. This is an important first step to building a performance culture. This investment in your people will result in successful results for your company and personal and professional growth for you.

We must view the business through the eyes of a leader. (By the way, that's you). As your company is evolving into a performance-driven organization it will be connected by the principles of Balanced Leadership. This is where every leader should:

- *Think like a customer* by approaching each challenge as a true solutions provider.
- *Feel like a valued individual* by knowing your work matters and you are part of the solution not part of the problem, and you will never compromise on safety.
- *Act like an owner* by understanding the business and your role in what leads to success.
- *Process ties it all together* and allows us the ability to replicate the results over time and new people.

To move forward, you will need to embrace this Balanced Leadership philosophy along with the goals and objectives though 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. In my view, leadership is about building a bridge to the future. You give your team the opportunity to help build that bridge by communicating and educating each one of them on the vision and strategy.



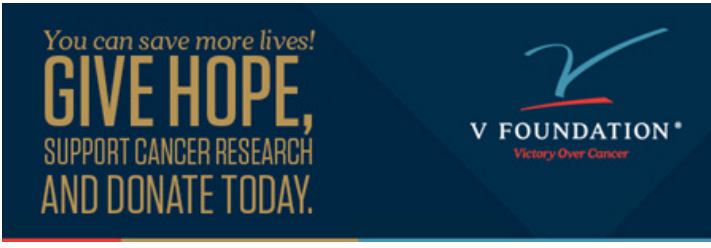
The 100-Day Plan for 2019

New Year's Resolutions and Your 100 Day Plan for 2019

One of the top New Year's resolutions is also one of the easiest:

* Read *Tighten The Lug Nuts: The Principles of Balanced Leadership*. *Tighten The Lug Nuts* is the best business book to start off 2019. Rated as an Amazon 5 STAR book, *Tighten The Lug Nuts* is a great read that will also make you feel good about yourself.

And, with the purchase of each book, we will donate to the V Foundation. 100% of your donation funds critical cancer research.



- More research = quicker diagnosis and more therapies available.
- More research = better ability to recognize the complexities of genes and the role they play in cancer.
- More research = more scientists exploring how and why cancer grows and how to stop it.
- More research = more people thriving beyond their cancer diagnosis.

Give hope, support cancer research and donate today through your purchase of *Tighten The Lug Nuts*.

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

Interested in hosting a book signing event?



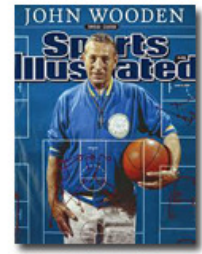
Please contact me personally with any questions or to schedule a book signing. If you would like to purchase books as a gift and would like them signed call or email me at rockyromanella@gmail.com to coordinate.

Or you can use the contact form at 3SIXTYManagementServices.com.



Coach's Corner

Be the best coach you can be



Il 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, "**A player who makes a team great is much more valuable than a great player.**"

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 lead 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?

Who Is Joe Scafone?

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 Romanella brings real lessons for leadership from decades of management practice. Practical lessons in values, roles, problems, energy, and legacy are delivered in context of real-world experience - but with lessons directly accessible to the reader. A different, and worthy read." *Benn Konsynski, Ph.D, Emory University, George S. Craft Distinguished University Professor of Information Systems and Operations Management*

"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* [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 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.

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. 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.](#)



Copyright © 2019 3SIXTY Management Services, All rights reserved.

Want to change how you receive these emails?
You can [update your preferences](#) or [unsubscribe from this list](#).