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## A Personal Message From Rocky Romanella

Welcome to our introductory, bi-weekly newsletter. It is my sincere hope that I can provide information that can enhance your team's business leadership. You are welcome to forward this newsletter to others who might benefit from the information it contains. Please feel free to contact me personally with any questions or requests for more information.

### An "Aha" Moment



Rocky Romanella  
Senior Partner  
3SIXTY Management Services

I'd like to share with you my "aha" moment and an example, near and dear to my heart. When I was a child, I had the opportunity to visit the Hershey Chocolate Factory in Hershey, PA. In those days, you toured the factory. The Hershey factory under glass. It was amazing to see all that chocolate...up close...my taste buds ablaze.

Little did I know that this amazing childhood experience would leave such an impression on me and create my "aha" moment, years after touring the factory and seeing the chocolate being made by hard-working local people from beginning to end.

As an adult and leader, as I walked around my facility, I realized the confidence the Hershey organization had to have in their people and processes as literally thousands of people walked through their factory while they made their famous chocolate bars.

I asked myself, could my customers walk through my facility, unannounced and would they ever use my services again?

Based on that moment and from that moment forward I challenged myself and my people to run their own Hershey Factories. My goal was to be as confident in my people and my operations as Hershey was in theirs. By doing so, our customers would enjoy the same experience in one of our facilities – confident and excited to see their products is in our hands. As a leader, regardless of your area of responsibility, you must run your own "Hershey Factory." You need to make sure your customers would be equally proud of what they see in your facilities, people and solutions as Hershey did in theirs.

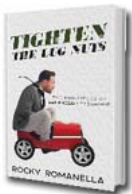


## Coach's Corner

### Be The Best Coach You Can Be

One of my favorite quotes is from Coach John Wooden, whom I had the great pleasure to meet and interview. He said, "Good values are like a magnet – they attract good people." Coach would have been 108 this year.

Coach Wooden helped shape my life and values. As a Balanced Leader, I believe it's my duty to positively impact the experiences of those in my charge. [READ MORE](#)



## Tighten The Lug Nuts

While more and more Business Leadership Books are flooding the market, it seems like less and less of them are creating game-changing "aha" moments. If you're looking for a game-changer in Business and Leadership and an "aha" moment, make Tighten the Lug Nuts, written by Sr. Partner, Rocky Romanella, a must-read for your team, and see the difference quality mentoring makes in your day-to-day operations.

[READ MORE](#)

## Free Assessment



**Balanced**  
Leadership

### Transform Your People

Is it possible for your company to grow and develop if your people don't grow and develop their business leadership traits?

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 curriculums for your people and train them on skills that will transform your organization. [READ MORE](#)



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