



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

## A Personal Message from Rocky Romanella

Welcome to our bi-weekly newsletter! I hope everyone had a happy, healthy and safe Thanksgiving. 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. It 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.

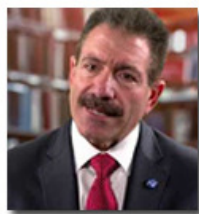
**In keeping with the Thanksgiving spirit, we would like to offer a 10% discount on all of our services booked in December 2018 for services in 2019.**

**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



Carnegie Business Collaborative  
Princeton



### New Keynote Address: Carnegie Business Collaborative

It was a pleasure to meet with and discuss Balanced Leadership with the business professionals and members of the Carnegie Business Collaborative in Princeton, NJ. Along with a spirited discussion on the three key constituents of Balanced leadership, Customers, Your People and Stakeholders, we spoke about ways to attract and retain top talent.

The guiding principles of the Carnegie Business Collaborative (CBC) are growth opportunities, education and achievement. All members are encouraged to engage with the spirit and the intent to foster growth opportunities for other CBC members. Through one-on-one meetings or in small groups, all members get to know one another creating a team environment. Learning about fellow members and their expertise, is the surest way to cultivate trust and ultimately generate growth opportunities.

We concluded with a book signing of 5-star Amazon rated *Tighten the Lug Nuts: The Principles of Balanced Leadership*.  
[BOOK ROCKY NOW.](#)



### New Podcast: Culture Eats Strategy With Jaime Jay - Lessons From Small Businesses

In this segment we talked about how my role at UPS gave me the opportunity to interact with wonderful people. They included small business owners who worked hard to keep their businesses afloat.

*"Nobody is more 'all in' than a small business owner." – Rocky Romanella*

Nobody understands profit and loss the way small business owners do. They pay their staff and vendors first and what is left in the "cash register" is what they take home to their families. It is the ultimate "ALL IN". It is from them that I learned the value of ownership, commitment and entrepreneurial spirit and the knowledge to thoughtfully lead an integration.



### 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.](#)



### Small Business Saturday

Small Business Saturday is always celebrated on the Saturday after Thanksgiving and, this year, it took place in our town and places around the country this past Saturday, November 24.

Unlike Black Friday and Cyber Monday, which focus on larger retailers and eCommerce on line stores, Small Business Saturday encourages consumers to shop at predominantly small and local retailers and to use small, local service such as restaurants and other independent local businesses. Once again, this year, I chose to spend time at Bruno's One Sweet Ride, a local bicycle shop and homemade candy store located on Main Street in Allentown, NJ. As a local author and resident, during Saturday's book signing event, I enjoyed meeting and speaking with the many wonderful people in our town.

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

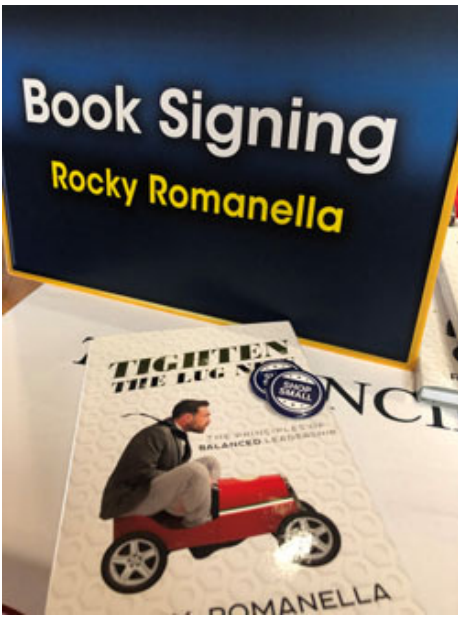


Go thoughtful this season by choosing a great gift of a personalized holiday basket with a great book inside or a personalized signed copy of the 5-star Amazon rated book *Tighten the Lug Nuts*. During this season of giving, you can celebrate the hard work and dedication of family, friends and coworkers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



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 referred to what he called **"The Four Laws of Learning: Explanation, Demonstration, Correction, Repetition."**

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, 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. [VISIT THE VIDEO LIBRARY.](#)



## What Others Are Saying . . .

"Rocky is an expert at leadership instruction to story-telling and has created a guide that any manager can relate to and put him immediately into practice. Joe Scafone's experiences are parables written by an author who practiced what he preached. These lessons are authentic and timeless!" *Tim Davis, President, The UPS Store Inc.*

"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 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.](#)

### Fall Safety Tips

#### Safe Driving Tips

- Watch out for leaves. Wet leaves can be slippery. Piles of leaves on the side of the road can hide an object or a child. Avoid parking on dry leaves to prevent fires that could start from a vehicle's catalytic converter.
- Plan ahead for wet conditions. Fall often brings rainfall, which can decrease visibility and cause hydroplaning.
- Prepare your vehicle for changes in the weather. Make sure your windshield wipers are in good working order. Check tire pressure and tread. With frequent temperature changes, tires can expand and contract, causing them to lose air pressure.
- Know your deer crossing areas. If you see one deer, slow down and anticipate there are others.
- This is the time of year when drivers in some parts of the country can expect some icy conditions during morning and evening drive times. Stay alert, and be prepared.



## 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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