



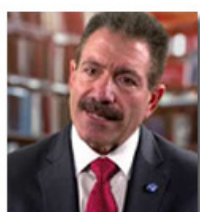
[3SIXTYManagementServices.com](http://3SIXTYManagementServices.com)

## A Personal Message from Rocky Romanella

Welcome to our bi-weekly newsletter! You'll find that it is filled with educational information, helpful hints and tips, events, news, podcasts, and in future editions, 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 [www.3sixtymanagementservices.com/contact-us](http://www.3sixtymanagementservices.com/contact-us) to help us improve.

As our economy continues to heat up, and many businesses are experiencing growth and expansion, we will discuss some of these important topics in future editions. It is my sincere hope that I can provide information that can enhance your team's business leadership skills to help your business grow and your team members thrive. 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.

Fall is upon us and daylight savings time is ending. We have provided some timely safety tips at the end of this newsletter. Take just a minute to read though this section and stay safe!



# Keynote Speaking Engagements New Business Podcasts

### New Podcast: Mari Mitchell Dare to be Authentic

In this segment we talked about what it takes to be a leader and the importance of leaving a legacy. We also discussed the roles we must play to be an effective leader and why leaders must be authentic. Being authentic really does take courage.

For more on balanced leadership, leaving a legacy and much more, pick up your copy of [Tighten the Lug Nuts: the Principles of Balanced Leadership](#), an Amazon 5- Star Book.

[LISTEN TO THE PODCAST.](#)



### Some Highlights from a recent Workshop with The Prudential CEPS Group

I had the opportunity to develop and deliver a workshop on team building to the Prudential CEPS Group in Roseland, NJ. The group had great energy, enthusiasm and the dialogue was outstanding.

We spoke about **What Team Building Is:**

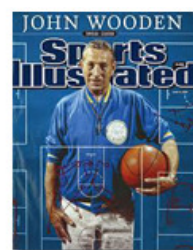
1. Building a team is the act of improving and maximizing a group of people who collaborate or work together to achieve a common goal.
2. A team implies synergy, that is, the whole is greater than the sum of their parts and the essence of a team is a common commitment, because without it, the members are simply a group of individuals.

Can your team benefit from this type of training and discussion topic? [BOOK ROCKY NOW.](#)



## 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. He was known to say, "Don't let what you cannot do interfere with what you can do."

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.](#)



Rocky is the Founder and CEO of 3SIXTY Management Services, LLC, a management consulting firm specializing in Keynote Speaking, Business Leadership Development and Consulting Services. He's 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. 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. After retiring from UPS his experiences grew to include, CEO and Director for UniTek Global Services, a telecommunications company and he is currently on the Board of Goodman Networks.

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. [READ MORE.](#)



## 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? Would you like to? [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 . . .

"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 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. Many thanks." *Craig S. Fry, Executive Director, Service Specialists Association*

"We can only be successful and balanced leaders when we recognize our own ability to influence and empower others by listening, coaching, knowing what we stand for and what we can never compromise. Joe Scafone personifies how wisdom, confidence and humor derived from interactions with family, friends, colleagues and strangers over a lifetime can help train all of us to be the great listeners and leaders of our time. Tighten the Lug Nuts: The Principles of Balanced Leadership is a resource for all aspiring and current leaders." *Karen A. Passaro - Dean, Continuing Education, Seton Hall University.* [SEE MORE.](#)



## Need help optimizing your operations and team building?

Utilize this **Team Building Competency Starter List** to determine your team building effectiveness:

- Establishes a climate where team collaboration and effectiveness flourishes;
- Establishes constructive and solid interpersonal relationships;
- Treats others with courtesy, tact and respect;
- Works effectively with others, regardless of organizational level, background, gender, race or ethnicity;
- Works to resolve disagreements, attempting to persuade others and reach agreements;
- Supports group decisions when group decisions are appropriate;
- Leads and facilitates team interaction and maintains focus on group goals.

[TALK TO AN EXPERT.](#)



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



### One reader's thoughtful comment:

"THERE IS NOTHING LOOSE TO TIGHTEN UP IN THIS BOOK. IT'S TIGHT! I met Rocky Romanella at Rockstar Auto Conference in Las Vegas last week. After watching his speech, I had to get his book Tighten The Lug Nuts and so glad I did. It's a different type of book on Leadership and the Principles of Balanced Leadership, which I really found refreshing this day and age. It's such a great and easy read packed full of real- life day-to-day situations and valuable lessons learned from those situations. I urge everyone to get this book and follow the life of Joe Scafone and how he applies Balanced Leadership with knowledge and humor in his day-to-day life. Thank you, Mat Koenig, for putting together such a great conference in Vegas. This is why people need to go to the next to Rockstar Conference in May. I was introduced to so many great people like Rocky from attending Rockstar last week. Thanks Rocky. You are great, your presentation was great, and your book is awesome. I did love how you did nail your description of what it's like to live in Iowa. Spot on my friend. Tulip festival, you know Iowa and I have even been to one of the festivals when I was young. Get this book folks. You will love it and get so much out of it." *Jay Jensen, Lead Coach at Car Motivators*

### How Organizations Navigate:

#### Mission

Your mission is your compass. No matter where you find yourself, it helps you navigate in the right direction. It's your organization's enduring purpose for being. Just like magnetic North, it doesn't change.

## Vision

Your vision is a destination you can see on the horizon. It's far away, so you may not see it clearly, but it's a real place. It's the outcomes you would see in the world in X years if you successfully advance the mission. Vision is renewed periodically as progress is made. Like the horizon, the more you progress towards it, the more you begin to see beyond to the next horizon.

## Strategy

Your strategy is the path you choose to reach your destination. There will be many ways to get from point A to point B. Strategy is a choice. It's the route you choose to take to the necessary exclusion of some other routes.

## Road map

Your road map documents what you expect to encounter along the route you've chosen – the mountains, the bridges, all the milestones that will show you you're on the right path and can keep going.

[READ MORE.](#)

## Fall Safety Tips

### Turn Clocks Back

For your safety, your family's safety, we remind all everyone - when you change your clock, also change your smoke detector batteries.

### End of Daylight Savings Time

- Daylight Savings Time ends on Sunday, November 4. Clocks are set back one hour during Fall Back.
- National Road Safety Foundation (NRSF) studies report auto accidents increase after the clocks fall back an hour due to lack of visibility and drowsy commutes from the darkness.
- Ensure your vehicle's lighting system is inspected and fully operational. Inspect vehicles daily using your company's vehicle inspection checklist and report any issues prior to the start of the day. Never take a vehicle with safety violations onto a roadway.
- The sun is in changing positions, so be mindful of road and windshield glare. To avoid sun glare, make sure windows are clean and clear cabs of all clutter, which adds to sun glare and distractions.
- The National Transportation Safety Board (NTSB) recommends turning headlights on one half an hour before sunset and off one half an hour after sunrise. Most states have guidelines on when headlights are needed based on distance of visibility.
- When visibility during the day is reduced from overcast skies or rain, headlights should always be used.



# Free Assessment

## Transform Your People and Your Operational Processes

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