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A Personal Message from Rocky Romanella

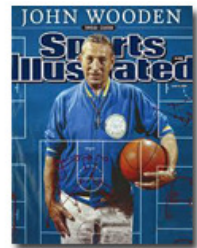
Welcome to our bi-weekly newsletter! You'll find that it is filled with educational information, helpful hints and tips, events, news, podcasts, and in future editions, discount offerings as a thanks to our loyal readers and customers. The team at 3SIXTY wants this newsletter to be valuable for you so please, please share your feedback and suggestions at www.3sixtymanagementservices.com/contact-us 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.



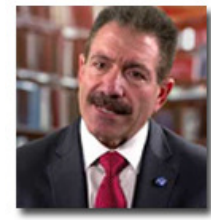
Coach's Corner

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 will add one of my favorite quotes from Coach Wooden. He once said, "Winning takes talent, to repeat takes character."

Coach Wooden played a key role in helping me to shape my life and values. As a Balanced Leader, I strive to go beyond mere coaching. I believe it's my duty to positively impact the experiences of those in my charge. [READ MORE AND SEE MY INTERVIEW WITH COACH WOODEN.](#)



Keynote Speaking Engagements New Business Podcasts

New Podcast: How To Be A Truly Valuable Leader: Chris Burns with Burn It Up Coaching

In this podcast we talked about how leaders should pay close attention to these key behaviors:

- **Be approachable.** Part of how we communicate and act is how we garner people's respect, trust, etc.
- **Be adaptive to your environment.** How you talk to a front-line employee is different than how you would communicate with a customer or board member.
- **Be passionate.** A leader needs the ability to inspire others. Great leaders all have self-confidence. This needs to come across in your communications if you are trying to motivate your teams.
- **Be prepared to listen.** At times, the best form of communication is the ability to listen and react. A leader should always solicit feedback and, most importantly, do something with that feedback.

New Podcast: Careers By Jen

Becoming the leader can be a scary thing, especially if you feel ill-equipped. One minute you are a co-worker and the next minute you are supposed to be the boss and make decisions and know how to handle everything. Has this happened to you?

Did you start off in one role and land in another? Maybe it was planned that way. Maybe you worked really hard to be promoted to leader. That's great! And now what? Just because you want it, doesn't mean you know how to do it. If you have found yourself in this position, then you'll want to listen to this podcast and pick up some valuable tips on how best to handle becoming the leader.

[LISTEN TO THE PODCASTS.](#)

The Authors Show

An interview I did about *TIGHTEN THE LUG NUTS: The Principles of Balanced Leadership* will be broadcast for a 24 hour period on October 11 at [The Authors Show site.](#)

New Video Conference: Job Seekers Summit

I also participated in a video conference called the Job Seekers Summit to air this month. The purpose of this online conference is to provide valuable insights to job seekers on how to most effectively market and promote themselves to achieve their next position.

Some Highlights from the SSA Convention

I wanted to recap a few key points we discussed at the SSA Convention that I spoke at October 3rd in Asheville, North Carolina. These are also business leadership basics that our team at 3SIXTY Management Services can address to help you to hone and transform your business. They are elaborated on in my book, [TIGHTEN THE LUG NUTS: The Principles of Balanced Leadership.](#)

A Balanced Leader Helps Others Anticipate Opportunities.

In my view, leadership is about building a bridge to our future. You give your team the opportunity to help build that bridge by communicating and educating each one of them on your vision and strategy.

In the service business, people are your most important asset. The time you spend with your team members is an investment in the future, not an expense or burden on your time. You cannot successfully grow your business without an investment in your people. This can only happen with a complete, robust and articulated vision, strategy, training and communications plan. It starts with you as the leader.

Leaders should pay close attention to the following key behaviors:

- Build a strong company culture
- Make a strategic investment in the individual
- Focus on attracting and retaining the best and brightest people in the industry
- Understand what's required of a Balanced Leader
- Help to promote the environment of being an Employer of Choice
- Promote professional and personal growth

These are among the key lessons I help audiences focus on during my keynote presentations.

Rockstar Auto Conference Keynote

I am excited to be one of the keynote speakers at the Rockstar Auto Conference in Las Vegas, October 14-15. Rockstar is a network of professionals who are passionate about serving car dealers and their clients with a better experience: vendor partners that want to see positive, lasting change in the industry and dealers who are tired of searching for a positive environment for learning. Rockstar presents the most exciting speakers in leadership, sales and marketing. They believe every dealer deserves the best performance possible from their vendors and that every attendee deserves to leave their events better than when they arrived.

If you have an upcoming event, consider Rocky for a keynote. Or for smaller sessions, we can help you develop a dynamic and motivating program for your team – from training sessions, to breakouts, lunch and learns, and more. We can help you bring to life vitally important concepts from our Business Leadership Training curriculum. Find out more about our approach to business leadership training. [BOOK ROCKY NOW.](#)



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.](#)



What Others Are Saying . . .

"The leadership training offered by 3SIXTY Management Services was an excellent opportunity for our management team to develop their skills in the critical areas of responsibility and leadership that they face on a daily basis. The facilitators draw upon their extensive corporate experience to create a learning environment that's appropriate for all levels of management. We recognized the need for this additional training to support our fast-paced operating environment. In order for REVA to live up to our commitment to our clients, our patients, and our employees, we absolutely consider this a strategic investment in our people." *Shannon Schell COO, REVA, Inc.*

"Rocky is a senior executive advisor specializing in organizational transformation. Recognized as one of the foremost authorities in executive mentoring, he leverages his talent and experience to position his client companies for the future. An engaging speaker and facilitator, Rocky leads business executives to break-through results through break-through thinking. His formula for peak performance (Think Big - Start Small - Move Fast) has been adopted by many executive teams as a methodology for effective leadership in today's challenging business world. He is knowledgeable, articulate, warm and witty with an ability to communicate effectively with everyone from the boardroom to the mailroom." *Richard Snowden President North America, RavenHouse International.* [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:

"I would like to thank you for writing your book. I appreciate your insights from a business perspective as a former business owner, territory manager and regional manager.

"More importantly, something most people do not know about me is I have degree in philosophy. Your writings exemplify what it is to meaningfully inquire, establish and execute values, through actions and their place in all aspects of life. I believe your book should be required reading in any introduction to business ethics, especially in these trying times.

"Please give your lovely wife a, "Yo Adrienne" for me!"

Gary

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.](#)



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



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