



In This Issue

- [Leadership Training - A Strategic Investment](#): In this issue we discuss **Succession Planning**.
- [Keynote speaking](#): Thoughts from the most recent events and upcoming events.
- [Be The Best In The Industry](#): Rocky Romanella, Sr. Partner at 3SIXTY, shares a popular story he often includes in his keynotes
- [Updated Website](#): The 3SIXTY site has been completely redesigned to allow for easier access to all of our resources. [Visit the site](#) today
- [New podcasts](#): With over 100 podcast, live radio, internet radio and TV interviews during the past, Rocky is one of the most sought-after Keynote Speakers, and a great guest. His most recent interviews can be found in the [PODCAST LIBRARY](#) on the 3SIXTYMANAGEMENTSERVICES web site.
- [Coaches Corner](#): Wisdom from some of the greatest coaches.
- [The Video Library](#): This is a great place to start your research.
- [Tighten The Lugnuts](#): A game-changing book that continues to receive 5-Star reviews.
- [Free Assessment](#): Our business assessment is an objective look at your business, designed to provide you with a clear picture of: **Where** your business is today; **What** will help you get to where you want to be tomorrow; **What** might hinder or impede your progress, and; **What** specific actions can be taken to address all these issues.

Main Story: Leadership Training - A Strategic Investment



[Leadership Training - A Strategic Investment](#)

The goal of Leadership Training is to learn how to motivate and develop your team to optimize outcomes. Utilizing a Balanced Leadership approach can make that happen. The context of our training program includes a road map in five key areas. In this segment we will explore the fourth of these key areas.

Key Area Four - Succession Planning

Succession planning is a process of identifying, developing and transitioning potential successors for the company's present and future roles; aligned with the talent and ambition of current employees and the talent network.

5 key elements of succession planning

Identification of key processes
Identification of key talent
Assessment of key talent
Grooming and development
Support through transition

Pivotal roles

Roles that are essential to the company's future.

Examples are roles with:

Large span of control
Large budgetary responsibilities
Senior and strategic roles
Customer contact roles
Specialists roles

Bench strength roles

The competence and number of employees ready to fill vacant leadership and other positions when the need arises.

Bench strength speaks to:

Depth of an organization, not just quality (developed successors)
Quantity (number of developed successors)

In upcoming newsletters we will cover more of the concepts that form an integral part of a Balanced Leadership approach:

- * **Why Values Matter**
- * **Handling Difficult Conversations**
- * **Being Obsessed with the Front-line**
- * **Succession Planning**
- * **High Performance Selling**

And much more. Stay tuned.

I am very interested and am sure you have your own thoughts that you would like to share. Please email me with your ideas about any of the items above at rockyromanella@gmail.com.

Call today and schedule your free training assessment: 610-322-0720.

Special Gift For Responders

As a thank you, the email addresses of those who respond will be entered in a drawing to receive a free signed paperback copy of ***Tighten the Lug Nuts - The Principles of Balanced Leadership***. Three names will be drawn and I will contact the winners via email.

[Learn More](#)



[Upcoming Events](#)

**Clark Public Library
Clark NJ
September 25, 2019**

Conversation about Leadership and Your Legacy. Stay tuned for more information.

**Keynote Speaker: Richmond Logistics & Supply Chain
Forum: Ritz-Carlton Dove Mountain, Tucson AZ.
November 3 through November 5, 2009**

Our topic and conversation will center on the following:

Making Informed Operational Decisions with your Three Key Constituents in Mind Through Balanced Leadership.

As one of the architects of UPS's entry into supply chain and logistics, we will speak about how senior-level leaders of logistics and supply chain management can create a performance-driven organization that operates more efficiently and effectively by applying the principles of Balanced Leadership. Operational leaders can help people at all levels of an organization see the bigger picture and promote moral and ethical behavior through their leadership examples. The Balanced Leadership approach takes into consideration three key constituents - customers, people and shareholders - who must always be represented in the decision-making process.

A comprehensive supply chain, utilized properly, can be a strategic and competitive advantage. In today's competitive environment it is being taxed by multiple internal and external factors on a daily, hourly and sometimes minute-by-minute basis. As a leader, it is critical that your decisions are timely and informed decisions that will have a positive impact on your customers, employees, stakeholders, vendors, and the organization as a whole. Approaching your role with the understanding that your people are your greatest asset and will differentiate your company from the competition in today's highly competitive business environment will be an essential ingredient to your success. You will understand the value of having the best, the brightest, most informed and best educated people in the industry as part of your team.

A balanced leader with a high level of emotional intelligence requires another level of skill that goes beyond education, job experience, and technical know-how. Active listening, building strong relationships and taking responsibility all contribute to what it takes to be a successful operational leader in today's ever-changing business environment. With a complete, robust and articulated vision, strategy, training and communications plan, you will accomplish your goals and objectives though walking the talk and your daily actions.

Book Rocky Now



[BE THE BEST IN THE INDUSTRY](#)

When I was a child, I had the opportunity to visit the Hershey Chocolate Factory in Hershey, PA. It was amazing to see all that chocolate... up close... my taste buds ablaze.

What left an impression after all these years was touring the factory and seeing the chocolate being made by hard working local people from beginning to end. As an adult, I realized the confidence the Hershey organization must have had as literally thousands of people walked through their factory while they made their famous chocolate bars.

I ask each of you, what story does your operation tell? How does your operation or department represent your brand? [READ MORE.](#)

Book Rocky Now

Your next motivational keynote speaker



Book keynote speaker for conferences



Watch Rocky speak



Tighten The Lug Nuts: The Principles of Balanced Leadership

[Updated 3SIXTY Website Provides For A Better Experience](#)

We are proud to announce that the 3SIXTY Management Services website has been completely redesigned. We hope to make the wealth of information available on the site easier to navigate and provide better access to the free resources available from 3SIXTY. The newly updated sections include, but are not limited to:

Training - 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.

Video Library - A huge collection of videos that can serve as a reference library on Balanced Leadership, Legacy, customer service and more.

Podcasts - With over 100 podcast interviews, live radio, internet radio and TV interviews during the past year, Rocky is one of the most sought-after guests. This section presents innovative ideas and strategic information on a wide variety of topics.

Five-Star Business Leadership Book - Few business books speak clearly to the key points necessary in becoming a leader. Our new release, *Tighten the Lug Nuts: The Principles of Balanced Leadership*, is quick to offer a new, innovative approach to leading your company to success.

Consulting - At 3Sixty we add immediate value through our Business Process consulting approach, assessment and implementation model. We are external consultants "in name only" as we take great pride and time to learn your business from a cultural, value and mission perspective. We analyze your business like it is our business. We will design the processes and systems that will take your business to the next level today and tomorrow.

Once our analysis is complete, we will make recommendations to improve these processes and practices with an eye to improving overall efficiency. The team at 3Sixty will be involved in designing, implementation, communication, accountability and follow up. We are all in!

Coaches Corner - a series of articles and posts that cover how to create the perfect meeting, how to create a leadership legacy and much more.

Leadership Team - The 3SIXTY Team members are career leaders with practical experience and business results. The Balanced Leadership Model(TM) created by Senior Partner Rocky Romanella, and our ability to bring passion, process, leadership development and training expertise, produces fast results for clients.

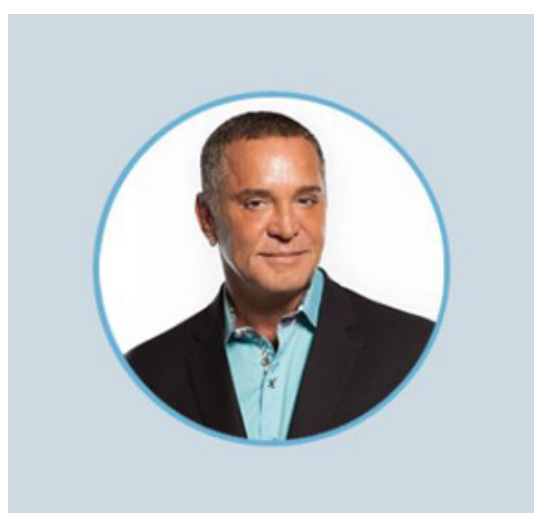
[Visit The Site](#)

[New Podcast:](#) The Rome Show With Andrew Romanella

Inside The Minds Of People Who Make Success Happen

In this episode of the Rome Show we take listeners outside the X's and O's and inside the minds of people who make success happen. Hamilton radio is a fully licensed internet radio station through Live365.

Episode 46



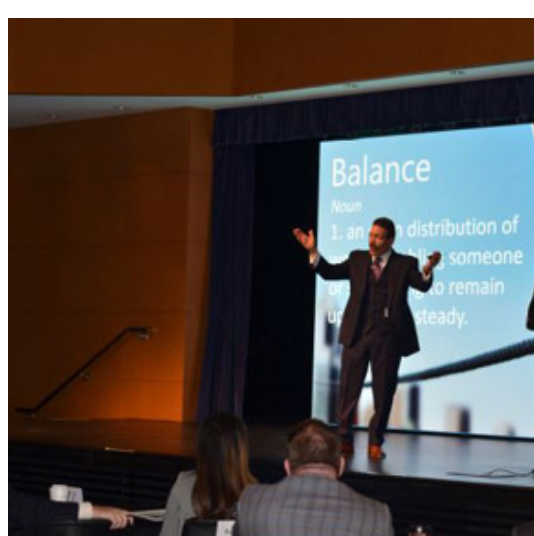
Dov Baron Leadership And Loyalty Podcast

Leadership and Loyalty Tips For Executives

I recently spoke with Dov Baron of the Leadership and Loyalty Tips for Executives podcast. In this episode we discussed "balanced leadership" at length. Every leader has or at some point will find themselves looking for balance. But what does balance actually mean, and is it even possible?

Episode 41

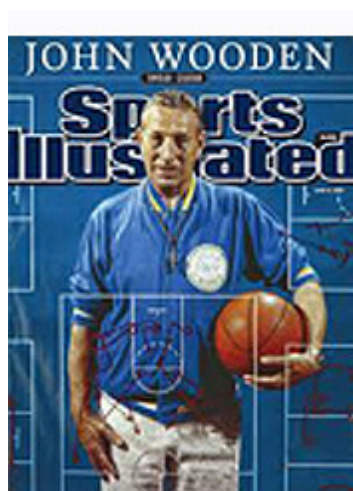
[Listen To The Podcasts](#)



Your Next Conference, Your Next Motivational Speaker, Your Next Topic

To achieve success, you will need to embrace the Balanced Leadership philosophy along with the goals and objectives through 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.

Book Rocky Now



[Coach's Corner](#) -

Exclusive never-seen before interview with UCLA Coach John Wooden

In every newsletter I include a quote from UCLA Coach John Wooden, whom I had the great pleasure to interview while I was a leader at UPS. Coach often said, **“Players with fight never lose a game, they just run out of time.”** Click below to view the full interview.

If you play a coaching role (and we all do), please look at the unique and exclusive interview with legendary Coach John Wooden on our website. Coach Wooden was a supporter of the Jimmy V Foundation and in memory of Coach Valvano, who passed away, April 28, 1993, we are remembering Coach Valvano and his fight by donating one dollar to the Jimmy V Fund to find the cure for each copy of *Tighten The Lug Nuts* sold.

Coach Valvano is remembered for being many things: a player, a coach, a broadcaster, a brother, husband and a father. But above all he was an inspiration. And when he was diagnosed with cancer at 46, he never gave up. Thank you in advance for your generous support and enjoy the book.

Visit The Coach's Corner



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. New videos are added regularly, so be sure to check back soon.

Take a moment and check out our [new commercial](#) for *Tighten The Lug Nuts* entitled *Become A Better Leader*.

Visit The Video Library

What Others Are Saying . . .

"Thank you very much for the leadership training you provided to our Sea Cadets."

"Providing leadership opportunities and practical experience is core to our program. Your perspectives gave our young people insights within the business community that we generally do not offer. A balanced exposure is necessary to help form a well rounded leader."

"Thank you again for your support of our program."

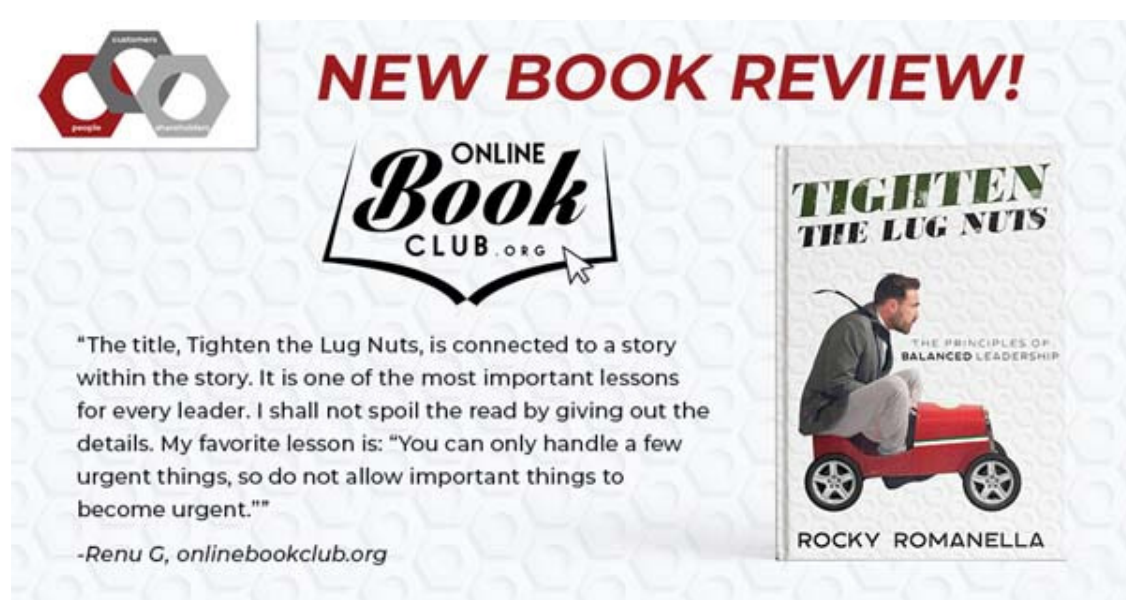
**CWO2 David R. Sheets, NSCC, Commanding Officer,
John T. Dempster, Jr. Division, United States Naval Sea Cadet Corps**

"Rocky is an authentic speaker with great passion and enthusiasm. With over 40 years of "boots-on-the-ground" leadership experience, he created excitement through his energy, passion and knowledge. He connected with our audience, regardless of size, whether in our Emerging Leaders group and breakout sessions over two days. In his one-to-one conversational style, he painted a picture through his unique storytelling and worked hard to understand our groups and business."

**Adam Bjerke, Anchor Paper Company,
Board Member of Emerging Executives at Afflink**

Even Google likes us. We are ranked at #5 for *Motivational Keynote Speaker 2019*, #6 for *2019 Motivational Keynote Speakers* and #5 for *Best 2019 Motivational Keynote Speakers*.

Read More



[If you read only one business book this year, this is the one.](#)

Few business books offer new, innovative approaches to leading companies to success. Fewer still speak clearly to the key points necessary to become an effective leader. Only a miniscule number of books could be called a "game changer". *Tighten The Lug Nuts* is all of that and more.

Rocky uses his over 40 years of experience in his CEO and Director roles, to explore the ways a true leader can add value as a trusted advisor, mentor, and visionary who uses a process approach to lead the organization and its people to new levels of success. Whether you are a seasoned leader or are taking the first steps to becoming an effective leader, this is one of those books you will refer to over and over again.

Get Your Copy

[FREE ASSESSMENT](#)

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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