

ROCK YOUR AUDIENCE!



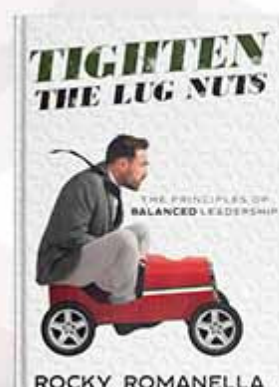
with Rocky Romanella

In This Issue

- Lessons From The Book: Tighten The Lug Nuts: As a leader you set the course for your team through values based on courage, conviction and character.
- Keynote speaking: Thoughts from the most recent events and upcoming events.
- What Others Are Saying: Examples of what industry leaders have said about Rocky's Keynote Speaking events
- Be The Best In The Industry: Rocky Romanella, Sr. Partner at 3SIXTY, shares valuable information regarding why values matter.
- Updated Website: The 3SIXTY site has been completely redesigned to allow for easier access to all of our resources. [Visit the site](#) today
- Featured 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 and allows readers to be the architect of their own destiny.
- 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: Lessons From The Book: Tighten The Lug Nuts

Lessons
from the book
**Tighten The
Lug Nuts**



Lessons From The Book: Tighten The Lug Nuts

The Lesson: Values Matter

It takes the courage of your conviction to make it through the long haul.

Leaders live their values and set the tone from the top.

Leaders can disagree and are often challenged to find the better way. Live by the rule: you can disagree, but you should not be disagreeable or disrespectful.

Be humble and learn everything you can about your job, and then learn some more.

Recognize it is what you do when no one is watching that counts most because it's the true measure of your character.

Over the next few editions of our newsletter we will explore the many concepts and thoughts from the book, *Tighten The Lug Nuts*, and how it can be your guide in business and life, both personally and professionally.

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](#)

**Keynote Speaker: 2020 Napa Expo
Las Vegas NV
April 6 - 9, 2020**



I am very excited to be signed as a speaker for the 2020 NAPA EXPO in Las Vegas, Nevada, April 6–9, 2020

The auto care industry is revving up and I am honored to be a part of these exciting changes in new technologies and the way consumers will view their cars and the way people use them. To stay in the driver's seat of all these advancements, the participants will need to take charge of their learning, their business and their legacy, all areas I am uniquely qualified to help with along with help from industry experts and the best suppliers and manufacturers. The 2020 NAPA EXPO will provide innovations and answers they will need to know and understand as they charge forward into the future.

This conference will give the attendees the opportunity to:

- Network with their NAPA family
- Discover the latest innovations that will help them stay market competitive
- Learn more about the new products, services, and equipment they will soon be using every day
- Enjoy the comradery of their fellow NAPA professionals

Book Rocky Now

[What Others Are Saying . . .](#)

"Rocky wowed the audience with his relatability and deep understanding of what it takes to not just lead but lead successfully. He did his homework with the group; attending the roundtable session, asking intuitive questions and mingling at the receptions."

Managing Editor, JDT, National Association of Dental Laboratories

"Thank you for being with us last week in Las Vegas for our 2017 Annual Meeting. I think we can agree that we had a very successful meeting and many happy memories were created there last week. I want to thank you especially for setting the tone in our opening general session and for the workshop sessions you conducted for us. And the Emerging Leaders I spoke with were all pleased with your program for them. Thanks, Rocky, for your contribution to a very successful event."

President - AICC, The Independent Packaging Association

"Rocky is an inspiring leader that personally connects with his audience. Through his unique business and personal examples, he captures the attention of the room and imparts relevant lessons that truly motivates you to be a balanced leader aware of how your actions affect your customers, associates and business partners. Thank you, Rocky, for your 10 years of dedication to The UPS Store network."

President, The UPS Store, Inc

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



[BE THE BEST IN THE INDUSTRY](#) - Why Values Matter

Rocky Romanella, Sr. Partner at 3SIXTY, shares a popular story he often includes in his keynotes:

I want to let you in on a little secret. It pertains to your relationships, to the pursuit of your goals and dreams, and to the plight of so many across the world. Unless you win the lottery, the truth is you're going to have to work at whatever it is you hope to achieve in your life. But, it's how you face it that speaks to your character.

Your true character is defined by your honesty of purpose. Your purpose is sacred and authentic. Honesty is what's at the core of your moral character. It's being trustworthy, loyal, fair, sincere and true, even when it is difficult to be. It is not only how you create your values, but also how you add value to the lives of others.

Purpose-driven people put their morals, character and honesty first. Without purpose, we drift. With purpose, we steer.

You have the responsibility to yourself and to others to use your best judgment, weigh your options carefully and make the right decisions – even if they're not the most favorable or popular – even when no one is watching!

When you do that you honor yourself and your values. Wherever your path takes you, know that your trustworthiness is your highest honor. For if you are a trusted leader, others will believe in your vision, mission and values, and trust in you enough to follow you, whether in business or on the battlefield.

[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

LISTEN TO

ROCKY ROMANELLA

AS A PODCAST GUEST ON





3sixtymanagementservices.com/rockys-podcast

[Featured Podcasts:](#) John Murphy - Winning Teams Podcast

Rocky appeared with John Murphy on the Winning Teams podcast, discussing his career at UPS. Becoming the leader of a team or perhaps a senior executive is a dream for many people in the business field. What many do not consider is what it really takes to be a leader. Rocky started on the bottom rung of the ladder in 1976 and worked his way up to the boardroom and is now a top motivational speaker.



#SuccessInsight Podcast with Howard Fox

Rocky appeared with Howard Fox on the Success Insight Podcast.

In the podcast he shares invaluable insights from his book, *Tighten The Lug Nuts: The Principles of Balanced Leadership*.

Episode 55

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, **“Talent is God given. Be humble. Fame is man-given. Be grateful. Conceit is self-given. Be careful.”** 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



[If you read only one business book this year, this is the one.](#) And if you give only one book as a gift this year, this is the one.

[Click here to see the perfect gift for your staff!](#)

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.

"After a rich career that is still going, Rocky shares valuable insights on how to be a leader in a holistic way - by marrying his life philosophies with his business acumen, and telling it in an airplane trip setting that grabs and holds attention by being simple and profound at the same time." - Amazon review

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.

"Tighten the Lug Nuts explains why values are the foundation for every goal we hope to achieve. A must read for anyone especially those in roles of responsibility or striving to be the best they can." - Amazon review

Check out the new site for the book [here](#).

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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