

# ROCK YOUR AUDIENCE!



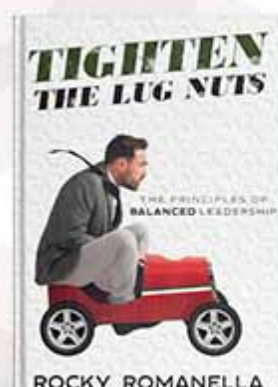
with Rocky Romanella

## In This Issue

- [Lessons From The Book: Tighten The Lug Nuts](#): Go where the puck is going, not where the puck has been.
- [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 on how to be confident in your people and in your organization.
- [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: Go Where The Puck Is Going, Not Where The Puck Has Been**

As we begin to look toward the New Year, it is urgent that we look forward, not back! We must go where the puck is going, not where the puck has been.

- In business and in life, a significant moment or event is what propels people to change. **Recognize those moments.**

- Be “the guy” or “the gal” who is ready to put into action what they learned as they embrace new challenges. **Get outside your comfort zone.**

- **Be the leader who motivates and inspires** your people to do the best job they are capable of doing today and in the future.

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](mailto: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 inspired many to look inward and improve the way they operate their businesses and lead their team members."

**Sr. VP Agency Development, Arpin Van Lines, Inc.**

"We recognized the need for this traditional 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 Rocky a strategic investment in our people."

**COO, Reva, Inc.**

"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. Rocky is knowledgeable, articulate, warm and witty with an ability to communicate effectively with everyone from the board room to the mail room."

**President North America, RavenHouse International**

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](#)

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

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?

Your goal is to be as confident in your people and your operation as Hershey is in theirs. As a leader, regardless of your area of responsibility, you have your own “Hershey Factory.” You need to make sure your customers would be equally proud of what they see in your facilities, people and solutions.


[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



Chris Cebollero presents the  
Ultimate Leadership Podcast

[3sixtymanagementservices.com/rockys-podcast](https://3sixtymanagementservices.com/rockys-podcast)

### [Featured Podcasts:](#) Ultimate Leadership Podcast with Chris Cebollero

#### How to set up a new division

Rocky joins Chris Cebollero on the Ultimate Leadership podcast. In this episode Rocky discusses the challenges of setting up a new division.



## Fuel Your Legacy Show with Sam Knickerbocker

**How to be a more effective leader in business:** Rocky joins Samuel Knickerbocker on the fuel your legacy podcast. In this episode Rocky draws on his 40 years of experience working with Fortune 100's, his role as President and CEO of 360 Management Services LLC, and Balanced Leadership concepts as presented in his 5-star rated business book *Tighten the Lugnuts: The Principles of Balanced Leadership*.

Episode 53



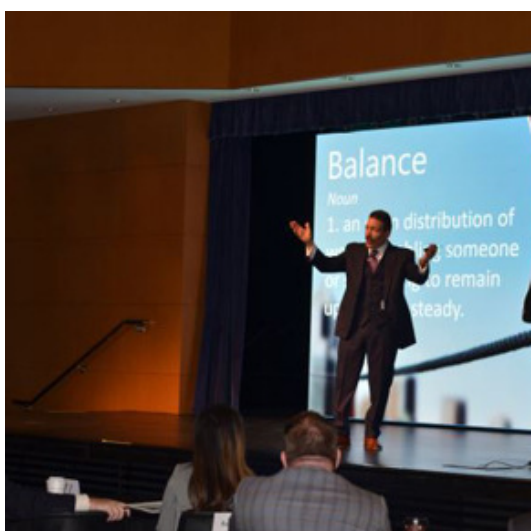
## Lee After Dark Podcast

### The Importance of Legacy

All leaders hope to leave a powerful and lasting legacy. Leaders are not just found in business - parents, educators, coaches, politicians, leaders of small groups or any person who takes on a leadership role can create a legacy that can have a positive effect on future generations. In this episode Rocky discusses the importance of legacy.

Episode 54

### 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, **“Whatever you do in life, surround yourself with smart people who’ll argue with you.”** 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

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## 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

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[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.

***"I thoroughly enjoyed this book and I highly recommend for all levels of management and leadership to read."*** - 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.

***"An extremely entertaining (and quick) read rooted in real world experience, relatable circumstances and countless lessons on Balanced Leadership."*** - Amazon review

## Get Your Copy

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## [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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