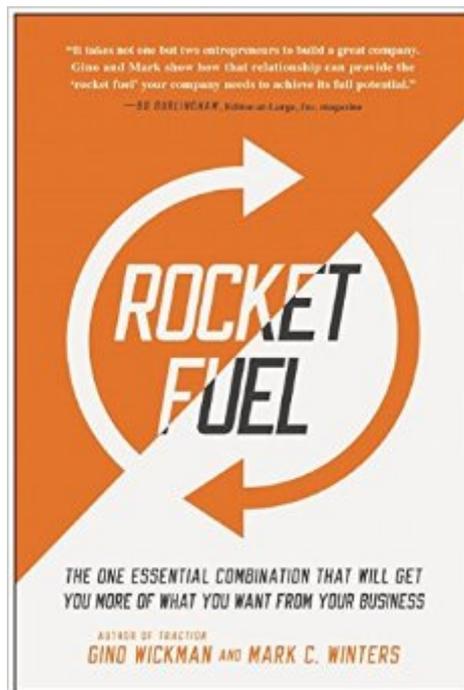


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# Rocket Fuel: The One Essential Combination That Will Get You More Of What You Want From Your Business



## Synopsis

Discover the vital relationship that will take your company from "Whatâ€™s next?" to "We have liftoff!" Visionaries have groundbreaking ideas. Integrators make those ideas a reality. This explosive combination is the key to getting everything you want out of your business. It worked for Disney. It worked for McDonaldâ€™s. It worked for Ford. It can work for you. From the author of the bestselling *Traction*, *Rocket Fuel* details the integral roles of the Visionary and Integrator and explains how an effective relationship between the two can help your business thrive. Offering advice to help Visionary-minded and Integrator-minded individuals find one another, *Rocket Fuel* also features assessments so youâ€™re able to determine whether youâ€™re a Visionary or an Integrator. Without an Integrator, a Visionary is far less likely to succeed long-term, and realize the companyâ€™s ultimate goals; likewise, with no Visionary, an Integrator canâ€™t rise to his or her full potential. When these two people come together to share their natural talents and innate skill sets, itâ€™s like rocket fuel; they have the power to reach new heights for virtually any company or organization.

## Book Information

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## Customer Reviews

*Rocket Fuel* was a good read for myself. As a Visionary Entrepreneur & founder of a company that is just under 5 years old, I was able to identify some of the missing pieces we have right now that may prevent us from achieving our 10-year goals. The next piece is of course finding an Integrator. Do you have one internally? If so, are they competent enough to fulfill your vision within your

budgetary requirements? For a founding entrepreneur, or if you're recruiting for an integrator, I do recommend this book. I've handed out multiple copies now when meeting candidates I've been recruiting, so they can see deeper than just a job description. I've actually purchased 10 copies thus far and counting. Now on the flip side, can a Visionary create a lot of success in a company they started without a True Integrator in place? Absolutely they can, this method just explains how to potentially do it faster and why having a #2 can be better for your personal state of happiness. Starting and growing a company is HARD work and often requires making a lot of tough decisions, hard enough that most folks fail at it. Picking this book up will give you some good insight into why that might have happened to you previously (if you failed in a previous business venture) and some solid concepts to potentially avoid it from happening again. The last thing I will say though, I was able to start and run my company without a true integrator (even to this day), but I can see where their value is observed after understanding the relationship better from reading Rocket Fuel.

As an Executive Search consultant to growing entrepreneurial businesses, I see many Visionary CEOs struggle with the daily demands of running their organizations. There is a better way - delegate that to an Integrator! Based on over a decade of experience working with 120+ companies, EOS Worldwide founder Gino Wickman and his co-author Mark Winters explore both the individual aspects of the Visionary and Integrator roles, and their relationship, in great detail. The book is filled with examples of Visionaries / Integrator successes and failures, including quotes from the pairs themselves. If you are spending too much time working *â œin* instead of *â œon* your business and are looking for a *â œhelp mate* to expand your business, this book will show you how!

You cannot do better than reading this book if you want to get a real handle on what you need to do to get your business in order. You can either have a business that meets your needs and makes your dreams come true; or, you can be part of a day to day nightmare. This book helps you get to where you want to go. Read this book and go see Gino Wickman on YouTube and read everything you can that he has written. Visit [www.eosworldwide.com](http://www.eosworldwide.com) for free help. Gino is the real deal. I have gained exponentially from time I spend learning from Gino.

I have been working directly with business owners and their leadership teams for over 20 years. I say that, because it's true, and so you'll decide my next statement may be worth considering. If you started a business and have been running it successfully BUT are frustrated with your second in command, then believe me they are frustrated with you too. So, read at least the first 2 chapters of

this book. Next, ask them to read those chapters too. ---You WILL be Glad You DID!

This is a must read book for visionary leaders. It clearly lays out the type of person a visionary needs to make vision happen and get out of the weeds and out in front of your company. Packed with tools, ideas and real life examples of how to make it all work and grow your company.

The third book in Gino Wickman's business series and co-authored by Mark Winters, Rocket Fuel takes the concept of Visionary and Integrator up a notch. Well, they explode the concept and expand your mind on just how important this Ying and Yang relationship has been proven to be with examples of a few companies that exemplify the concept. It's important to not only understand how this can help and in what situation it may not apply, but also knowing how to create this in your business is the key deliverable of this book. They provide you the blueprint to do this and if you need additional guidance, they provide that too on their website. I personally appreciate the idea that if you need a Visionary or an Integrator, they have resources to help you get one. And if you are either one, they give you the ability to connect with someone seeking one.

Great book - while it didn't have as many takeaways as Traction, both the CEO and myself (COO) read the book and felt better about our working relationship. Highly recommended for any reader of Traction, especially if you already have a Visionary/Integrator setup.

Understanding your unique ability is the key to finding success. I would think almost anyone who owns a business could benefit from understanding the V/I roles explained thoroughly in this book. It doesn't mean you "can't" go it alone, but your best path to explosive growth will likely be accomplished as a V/I team!

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