

# ROCKET FUEL

**The One Essential Combination That Will Get  
You More Of What You Want From Your Business**

**GINO WICKMAN and MARK WINTERS**

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The Web site for this book is at [www.rocketfuelnow.com](http://www.rocketfuelnow.com).

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**MAIN IDEA**

The best way to grow a business – particularly one in the \$2 - \$50 million annual revenue range – is to have a "Visionary" link up with an "Integrator". When you have these two types of leaders working together in unison, magic happens.



Visionaries see the future whereas integrators make it happen. The world of business is full of stellar visionary/integrator combinations including:

- Walt and Roy Disney at Disney
- Henry Ford and James Couzens at Ford
- Ray Kroc and Fred Turner at McDonalds
- Joel Pearlman and Rob Dube at imageOne
- Randy Pruitt and David Bitel at Detroit Radiator

The simple fact is growing companies need the skills of both visionaries and integrators but it is extremely rare for an entrepreneur to be strong in both areas. More than likely, your company will excel only if you can combine the efforts of a visionary with the discipline of an integrator.

If you can figure out whether you are an integrator or a visionary, then you will know which role you need to assume to excel and what type of person you need to work with to soar.

*"An entrepreneur's lust needs to be counterbalanced with a manager's prudence and discipline. When it's structured correctly, the dynamic that exists between these two distinct leadership gifts can be magical. We have the privilege of spending every day teaching business leaders. We witness the beneficial results achieved by defining and clarifying these two vital roles. With them, companies gain faster growth, more peace of mind, more freedom, higher profitability, more fun, and considerably increased cohesiveness. When harnessed, it is very effective. It may be your way to finally break through the ceiling that's been hanging over you for so long."*

– Gino Wickman and Mark Winters

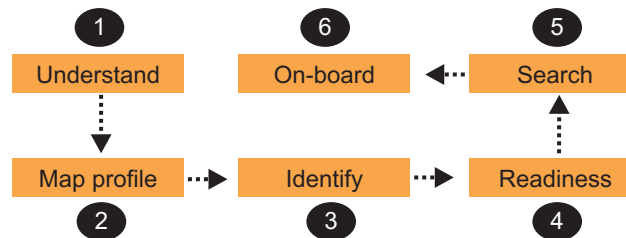


**The Context – The V/I Relationship . . . . . Pages 2 - 4**

To harness the dynamic power of V/I matchups, you first have to get to know the context of these relationships. Have a good idea of what being a visionary is all about, what a good integrator will bring to the party and how the V/I relationship can be structured and run. When you bring together the right visionary and a highly proficient integrator, you can spur your company to genuine greatness.

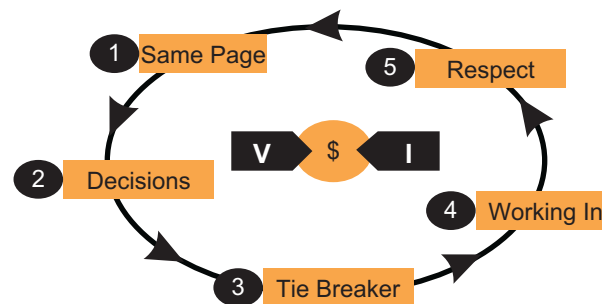
**Formation – How to form a V/I relationship . . . . . Page 5**

To get the benefits of the V/I dynamic, the first and most obvious step is you have to know yourself and then find your V/I match. If you're an integrator, it's generally a matter of identifying a visionary you click with. For a visionary to find a good integrator, the process is a bit more involved and generally involves six steps:



**Leverage – How to work and leverage a great V/I team . . . . . Pages 6 - 8**

The keys to successfully working and leveraging a great V/I relationship are:



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