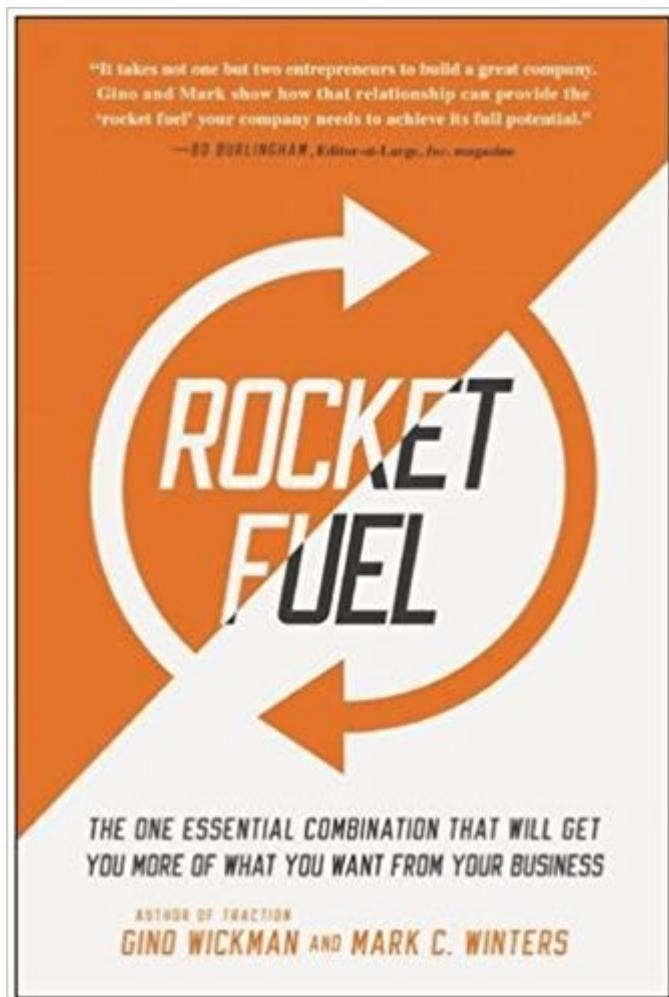


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# Rocket Fuel: The One Essential Combination That Will Get You More Of What You Want From Your Business



## **Synopsis**

Discover the vital relationship that will take your company from "What'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 McDonald'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 you're able to determine whether you're a Visionary or an Integrator. Without an Integrator, a Visionary is far less likely to succeed long-term, and realize the company's ultimate goals; likewise, with no Visionary, an Integrator can't rise to his or her full potential. When these two people come together to share their natural talents and innate skill sets, it'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 is a powerful model for freeing up entrepreneurial visionaries to do what they do best. Gino and Mark provide a practical gameplan for building an organization that perfectly combines vision and integration." Dan Sullivan, President and Founder of Strategic Coach® "In this brilliant book, Gino Wickman and Mark C. Winters explain the vital importance

of having both a visionary and an integrator; and show how that relationship can provide the 'rocket fuel' your company needs to achieve its full potential. Bo Burlingham, Editor-at-Large of Inc. magazine and author of *Small Giants and Finish Big: How Great Entrepreneurs Exit Their Companies on Top* --This text refers to an out of print or unavailable edition of this title.

Gino Wickman's passion is helping people get what they want from their businesses. To fulfill that passion, Wickman created the Entrepreneurial Operating System(r) (EOS), a holistic system that, when implemented in an organization, helps leaders run better businesses, get better control, have better life balance, and gain more traction with the entire organization advancing together as a healthy, functional, and cohesive team. Wickman spends most of his time as an EOS Implementer, working hands-on with the leadership teams of entrepreneurial companies to help them fully implement EOS in their organizations. He is the founder of EOS Worldwide, a growing organization of successful entrepreneurs from a variety of business backgrounds collaborating as certified EOS Implementers to help people throughout the world to experience all the organizational and personal benefits of implementing EOS. He also delivers workshops and keynote addresses. Mark C. Winters is a seasoned professional with over 25 years of entrepreneurial leadership experience. His companies have ranged from raw startups originally drawn up on a napkin, to multi-billion dollar global enterprises such as Procter & Gamble and British Petroleum. This diverse background enables him to identify and apply patterns of success for virtually any business scenario. Mark's passion is helping entrepreneurs get what they want from their business. As a Certified EOS Implementer, he's actively engaged in helping other entrepreneurs implement EOS in their own companies. His ability to connect and guide CEOs to achieve their desired results is highly respected. Mark is known for pursuing business opportunities related to technology and systems that enable the optimization of human/athletic performance, with a special interest in pattern recognition and scoring methodologies."

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.

My client got this book and recommended it to me. I purchased it after how much he kept raving about it and how he's 84% visionary. I took the quiz and got 58% visionary and 94% integrator. Since I read this book, our relationship has gotten so much stronger. He knows he loves to throw ideas at me and see what sticks, and I know I love hearing his ideas but can't come up with great ideas like him. Because we understand this, it has helped us figure out where our strengths lie and how we can help each other move the business forward. So, if you're looking to create stronger relationships with the people you work with, buy this book and take the quiz. Get your team to take the quiz too and find out what kind of person they are. Then reassess how your team operates and move forward from there. I bet by the end of the month, your team will be happier and feel more fulfilled having projects and tasks they are naturally talented at.

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.

im honestly a HUGE HUGE MASSIVE fan of ANYTHING Traction/ Gino Wickman. It has completely changed my business and provided "Clarity & Freedom". The entire operating system has provided Clarity for everyone to know what it takes to be excellent in their position, and it provides clarity for me as a business owner knowing what everyone it doing/responsible for. The FREEDOM is that no one is pestered by the boss anymore (me), because of the clarity in place...i know when its appropriate to check and when its just going to be a distraction. SPECIFICALLY ROCKET FUEL: This has been really helpful for my Integrator...I am all in as the high end Visionary, after reading Traction and self implementing EOS Worldwide, I was able to give this book to my Integrator and tell her "Everything in this book is EXACTLY who i want our relationship to develop". I am not making any adjustments, no pride attached, no "but my company is different". This is just another Very important key to our manual for how we run our business. My Integrator has read this,

and afterwards she has a complete understanding of her "power" to overrule me when appropriate, and "run the show". I love that this book is there for me to give to my integrator and say "read this, and you will know EXACTLY what I expect from our relationship"

Good read, but I'm not sure I believe quite as firmly as the author in the "romantic" notion that there's likely only one person out there for you (either a Visionary or a Integrator). Using his example of relationships, I think it just takes some work. Because he is a Visionary, some of the writing is a little biased towards that role, which is exceedingly unfortunate given the power struggle between Visionaries and Integrators. Should be required as a starting point for anyone interested in a visionary/integrator implementation.

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!

Wow! The message of Rocket Fuel resonates with every CEO I speak with. Understanding the clear leadership roles at the top of every successful firm and organization, permits leaders to best focus on their unique gifts and abilities. Winters and Wickman clearly spell out the partnership secret sauce that creates innovation and high growth. We've know it intuitively for years. Rocket Fuel takes you behind the scenes and reveals the nuts and bolts of great leadership partners. Highly recommended reading for every member of every Leadership Team. If you're struggling with leadership issues at the top, this book will rock your world! You'll suddenly get crystal clear on the problem and the solution!

Phenomenal book!! I'm leading a mid size company with over 160 employees and this book hit home on almost every level. I've already recommended it or given it to five of my entrepreneurial friends; really well written for the Entrepreneur/Founder/CEO. Highly recommend.

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