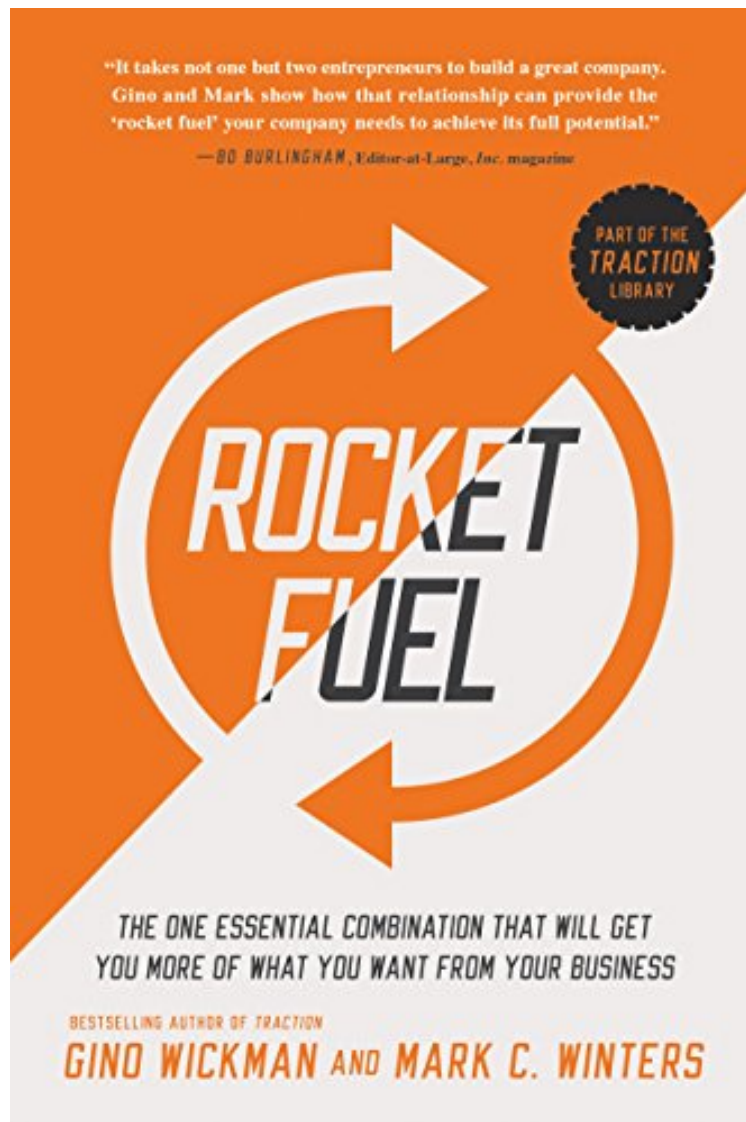


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## Rocket Fuel: The One Essential Combination That Will Get You More of What You Want from Your Business

*Gino Wickman, Mark C. Winters*  
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**Gino Wickman, Mark C. Winters : Rocket Fuel: The One Essential Combination That Will Get You More of What You Want from Your Business** before purchasing it in order to gage whether or not it would be worth my time, and all praised Rocket Fuel: The One Essential Combination That Will Get You More of What You Want from Your Business:

3 of 3 people found the following review helpful. Want to strengthen your relationship with your team and/or CEO?By

Timothy WooMy 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. 1 of 1 people found the following review helpful. EOS's Accountability Chart becomes crystal clear via the Visionary/Integrator relationship! By frankc 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. 0 of 0 people found the following review helpful. Step By Step Manual: developing an amazing work relationship between an entrepreneur the person who will scale your business By jobenim 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 is 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 it's appropriate to check and when it's 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"

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.

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