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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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A logical argument for effective small-business leadership, this guide will be valuable to visionary entrepreneurs, no matter their personality.

Business consultants Gino Wickman and Mark C. Winters have found an interesting critical factor in their work with moderately sized companies: the most successful ones have not one but two leaders, whom they classify as a "Visionary" and an "Integrator." While the authors note that this is the same person in about half the companies they encounter, it is rare that the skill set is the same. "In our experience," they write, "this combined Unique Ability only happens about 5% of the time." In their book, *Rocket Fuel: The One Essential Combination That Will Get You More of What You Want from Your Business*, Wickman and Winters make a strong case for a kind of dual leadership that can take a company to the next level.

The authors lay out their argument logically, beginning with clearly defined descriptions of both the Visionary and the Integrator, showing by example and comparison what they are and are not. Included for each leadership type is a helpful list of "Common Roles, Common Traits, and Common Challenges," as well as a self-assessment so readers can determine their "indicator score" for each role. Next, Wickman and Winters discuss the relationship between the two leaders and suggest the use of an "Accountability Chart" to delineate each individual's specific responsibilities in an organization. Sample accountability charts are provided.

Wickman and Winters provide a thorough step-by-step process for assisting the Visionary and the Integrator to work together, covering the potential ups and downs that could occur, given the reality that the personalities, styles, and capabilities of these two types of leaders may lead to tension, if not conflict. Particularly helpful is the "Bonus Chapter" at the end of the book, which describes five tools that "have the highest impact and require the least amount of time" in making the Visionary/Integrator relationship work.

Easy to read, comprehend, and implement, *Rocket Fuel* is likely to be valuable to the visionary entrepreneur who might not yet realize their company could benefit from the addition of a more practical leader.

BARRY SILVERSTEIN (Summer 2015)

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