



What?

Who?

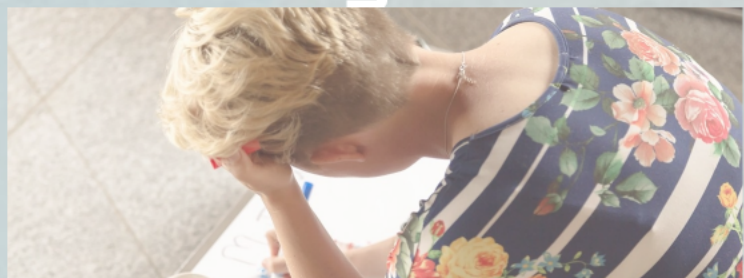
When?

How?

Questions?

How to Fuel Your Business with an Integrator

What is an integrator?



**ROCKET
FUEL**

About You

About Me

About
Rocket Fuel

How Are You Spending Your Time And Energy?

1. Make a list

2. Eliminate

3. Automate

4. Delegate

5. Re-Evaluate

Time Saved

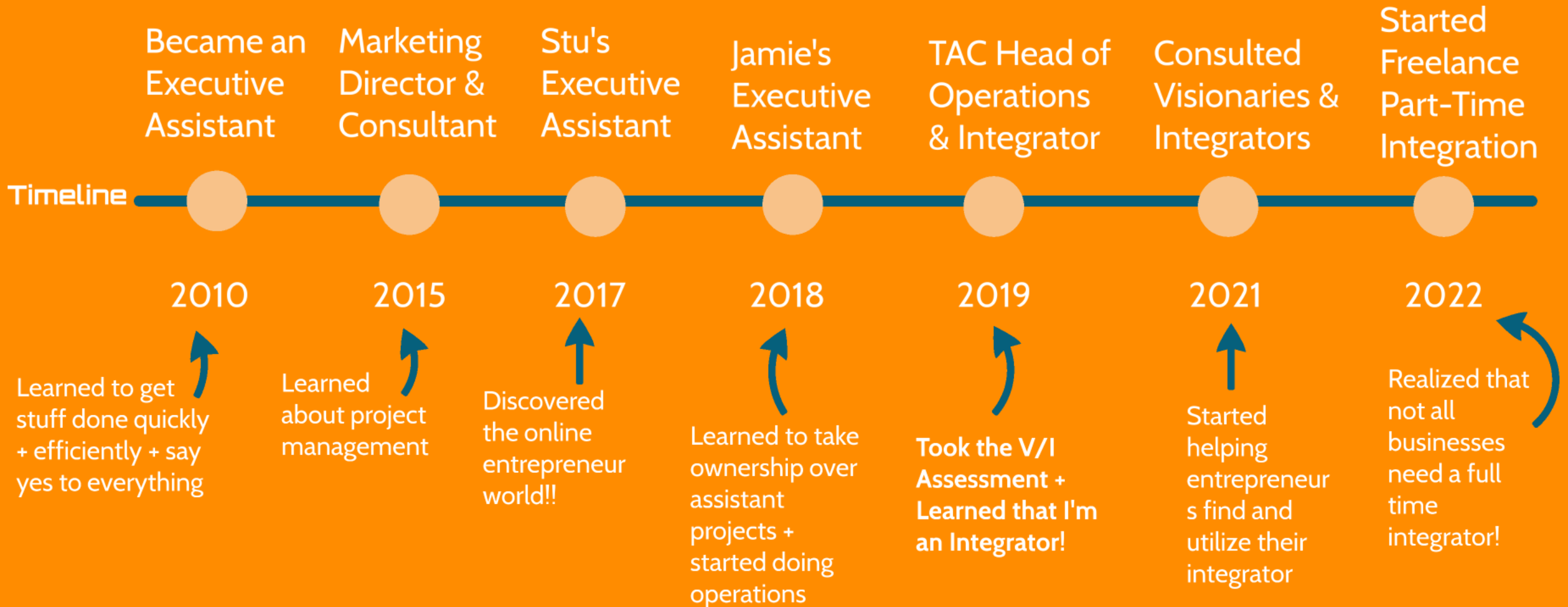
156 hrs/year

3 hrs/
week

520 hrs/year

10 hrs/
week

My Integrator Journey



Rocket Fuel



ARE YOU A VISIONARY OR AN INTEGRATOR?

Rate the following statements on a scale of 1-5, where 5 means highly descriptive of how you see you. And remember, be super honest with yourself. (Assessment will only take 8-10 minutes)

1. I have an affinity for looking and creatively solving the biggest, most complex problems.	2. I am great at taking ideas and effectively making plans to make them a reality.	3. I am adept at quickly identifying and articulating problems, bottlenecks, obstacles, roadblocks and barriers.	4. I am constantly generating new ideas. I never run out.
5. I am a great manager of people.	6. I am a great leader. People tend to follow me.	7. I am highly optimistic in my outlook.	8. My natural perspective is aimed toward things that are internal to the company. Getting the house in order/shipshape.

"The Integrator creates **organizational clarity, communication, and consistency**; typically (but not always) operates more on logic; drives results; forces resolution, **focus**, team unity, prioritization and **follow-through**; is the filter for all of the Visionary's ideas; and helps to remove **obstacles and barriers**!"

Traditional
Accountability
Chart

Strengths
And
Challenges

Types of
Integrators

Visionary



Integrator



Marketing

Ops + Admin

Delivery



Agencies

V/I Duo Strengths

Visionary

- ✓ Ideas, Creation, & Growth
- ✓ Big Picture Thinkers
- ✓ Company Vision Creator & Champion, Inspire Others
- ✓ Manage Big External Relationships

Integrator

- ✓ Clarity of Vision + Communication
- ✓ Accountability
- ✓ Prioritization + Follow-Through
- ✓ Execution

Visionary Challenges

- ✘ Trouble Staying Focused
- ✘ Too Many Ideas
- ✘ Whiplash
- ✘ Developing Talent
- ✘ Sweating the Details

Types of Integrators

Consultant

EOS Certified
or Experienced

Implements the
VT/O + EOS
Method

Foundational

Set You Up &
Get You Going

Audits and
Improves
Systems

Part Time

Identify
Bottlenecks

Manage Projects

Hold
Accountable

Full Time

Right Hand Person

Runs all the Day
to Day

Long-Term
Employee

Who Needs an Integrator?

- ✓ "Do it All" Entrepreneur
- ✓ Overcomplicated or Un-Scalable Businesses
- ✓ The Dreamer in Need of a Doer
- ✓ The Overwhelmed Business Owner
- ✓ A Leader Who is Ready to Let Go And Grow

Alternatives

Not Ready? That's Okay!

- Virtual Assistants
- Executive Assistant
- Project Manager
- Operations or Employment Consultant
- Agencies or Freelancers For One-Off Projects

Wait - What's the Diff?

OWNERSHIP + DNA

Assistant: Executes & Reports Back

- Box-Checker

Integrator: Identifies, oversees, and executes, then reports back

- Strategic Doer + Manager



When should you hire one?

1. You are ready to let go & grow
2. You are prepared to add + manage a key player
3. You can financially afford it in your business
4. You can dedicate the time to proper on-boarding
5. You're ready to focus on building the foundation for simplicity and scalability

Now What?

How can you find this rare, mythical creature and how can you make sure to set them up for success?

Who to Hire

Where to find them

How to Prep

After the Hire

Check the Vibe

- You "click" & it feels right
- They have knowledge + experience in your industry
- They understand your vision and is EXCITED about it!
- They communicate well with you + your team

Where can
you find one?



Start Where You Are

- Post in your Groups
- Ask your Peers
- Find an Agency
- Look online or on Upwork by searching "integrator"
- Promote from within

Set Your Expectations

- Examine how you're spending your time + how it can be better spent
- Understand what kind of Integrator you're looking for - remember the types
- Identify your VISION for the role
- Know what you want to accomplish - goals and timelines
- Prepare yourself mentally to let go + grow
- Set aside some time to meet with them each week, especially during the discovery phase.
- Know how much you can afford spend on one

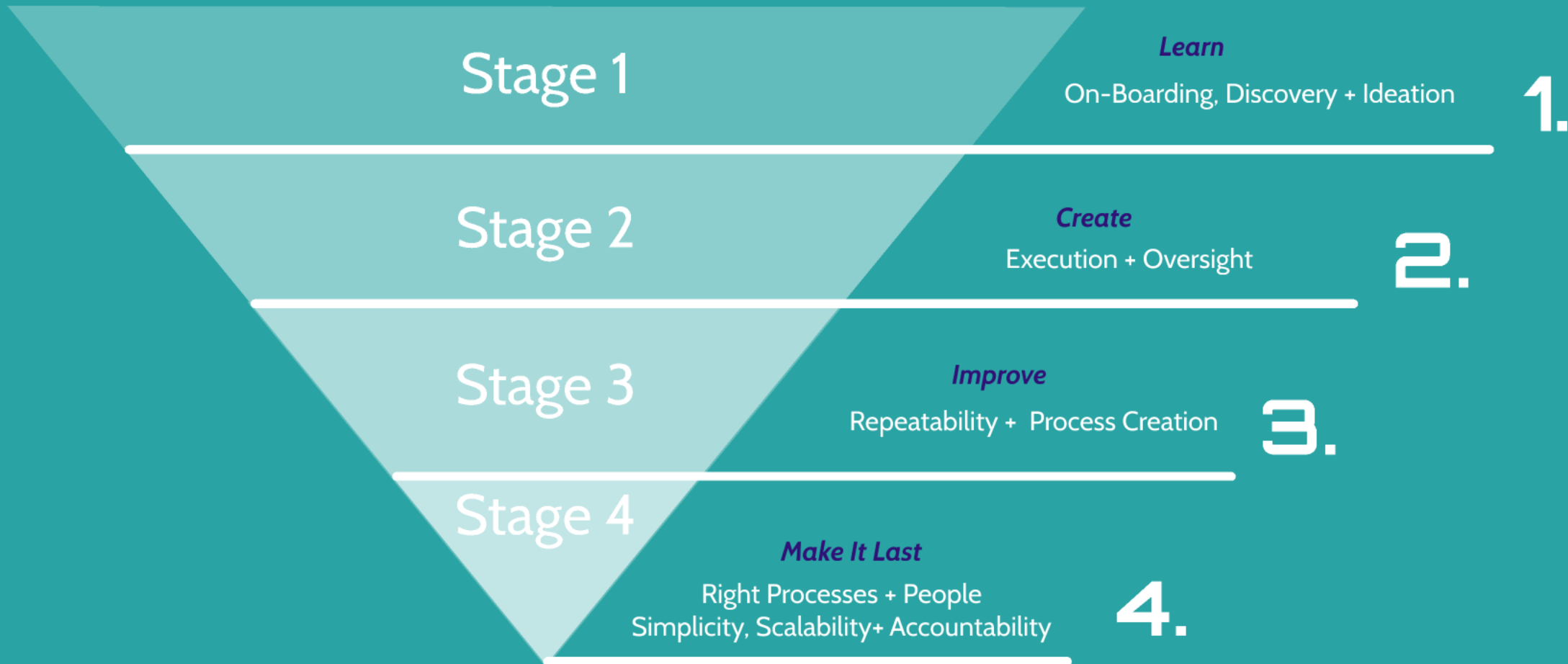
Some Things to Remember

- **You can co-create goals!**
 - But you should both know what success looks like.
- **Things take longer than you expect**
 - Especially at first and especially with an integrator - *who often need a lot of information in order to make processes that will last a long time.*
- **They will make mistakes**
 - You know your vision, processes, and expectations better than anyone. They will learn them but there will be some bumps in the road.
- **You will have to manage them, especially at first**
 - Ask yourself how you are as a leader, and how you can get better.
- **It's not always comfortable**
 - Growth usually isn't, especially if you're not used to letting go, or if you expect everything to happen at warp speed
- **The first one you try might not be the perfect fit**
 - Don't be afraid to learn from that and try again
 - But trust your gut - HIRE SLOW, FIRE FAST

On-Boarding Your Integrator

- Tell them about yourself, your business + team, your goals, your vision, and how you communicate
- Create goals + timelines together
- Set boundaries (time, energy, when/where/how to communicate)
- Check in (daily or weekly)
- Communicate expectations, disappointments, and points of confusion immediately when they come up
- Encourage and answer questions
- Rely on their expertise + give them ownership
- Determine how you want them to track hours + report progress

The Stages





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