



imageOne is honored to be featured in **Rocket Fuel**, by Gino Wickman and Mark Winters.

HERE'S WHAT VISIONARIES BRING TO AN ORGANIZATION

To start, you should realize that the following characteristics are typical attributes. No Visionary has 100% of them. A good rule of thumb is that if you match up on 80% of the traits outlined in this section, you are a Visionary.

As a Visionary you are extremely passionate about your product, service, company, and customers. When you look up "passion" in the dictionary, your picture is there. You are very entrepreneurial, a creator, and likely a founder of your firm. Most often we see external titles like Owner, Founder, CEO, Chairman, or President on your business card. Yet we strongly believe that internally referring to roles more by what people do (e.g., Visionary or Integrator) creates clarity and does a much better job than traditional corporate titles of capturing the true contribution of each person within an organization.

The Idea Generator. As a Visionary, you have lots of ideas. You typically have ten new ideas a week. Many of them may not be so good, or at least not a fit with the company's primary focus. Some may even be dangerous. However, a few are absolutely brilliant. And those few great ideas keep the organization growing. Those great ideas can take companies to the moon. For this reason, you are invaluable.

Rob Dube, the Integrator and co-owner of imageOne, a \$15 million company providing managed print services and workflow solutions, reflects on his partner and Visionary Joel Pearlman's history. Joel's "big idea" of joining a purchasing group led to considerably better margins and product knowledge. He then advocated selling

the company and later buying it back. His vision to define the company's 10-year target of \$60 million in revenue and \$6 million in profit inspired the entire company. (Incidentally, they are on track to hit that target.) In addition, he found and closed a huge customer that represents 10% of total company revenue. Rob says, "I certainly have had to filter a lot of Joel's ideas, but none of these things would have happened if Joel were not here."

As a Visionary, you are very creative. You're great at devising solutions to big problems, not the little practical ones. You are a learner. You enjoy discovering new ideas, learning about them, and figuring out how they can work for the company. When you hit a roadblock, you study to find the answers. You teach visually, drawing diagrams on whiteboards, flip charts, yellow legal pads, napkins, or whatever happens to be within reach. A key value you bring as a Visionary is this ability to discover and figure out new ways to make things work.

"Innovators [Visionaries] find, in their lives and work, something disharmonious that common sense overlooks or denies." This quote comes from the book *The Innovator's Way*, where authors Denning and Dunham reference the book *Disclosing New Worlds* to describe this first step Visionaries take in the process of innovation.

The Big Picture. You are fantastic with important clients, vendors, suppliers, and financial relationships- the big external relationships. And you excel at closing big deals. You are really best at the high-level stuff: big ideas and solving big problems. The smaller and more detailed things become, the less they interest you. Sound familiar?

imageOne is also featured in the following titles: *Traction* by Gino Wickman | *Finish Big* by Bo Burlingham