

Visionary & Integrator

The two roles every scaling business needs – and why they rarely sit well in one person

These roles come from the Entrepreneurial Operating System (EOS®), used by tens of thousands of growing businesses to build clarity between vision and execution.

Visionary: the big-picture thinker who drives ideas, innovation and long-term direction.

Integrator: the disciplined executor who turns that direction into operational reality.

In a scaling business, these two roles complement each other – but very few people are naturally strong at both. Clarity over who owns which role is what allows a leadership team to move fast without tripping over each other, and gives everyone below them a single, consistent decision-maker to follow.

VISIONARY

Typically the founder or entrepreneur – responsible for the big picture, creative thinking, and long-term direction of the company.

Key Responsibilities

- ▶ Setting strategic direction – defines the long-term vision, mission and high-level goals; spots opportunities for new markets, partnerships and expansion.
- ▶ Innovation & creativity – generates new ideas for products and services; tracks industry trends to stay ahead.
- ▶ Client & market relationships – builds key relationships with customers and partners; is the face of the company at events, media and high-level meetings.
- ▶ Culture & values – guards the company culture and keeps purpose and energy alive across the team.
- ▶ Big problem solver – tackles high-level challenges and removes obstacles that block growth.
- ▶ Visionary sales – develops and closes the key, high-profile deals and partnerships that matter most to the company's future.

INTEGRATOR

The key executive responsible for executing the Visionary's strategic plan, ensuring the company runs smoothly and efficiently day to day.

Key Responsibilities

- Execution of vision — translates the Visionary's ideas into actionable plans; works with department heads to align and deliver.
- P&L management — owns financial performance: profitability, cost control and operational efficiency.
- Leadership & management — directly manages the leadership team; ensures the right people are in the right seats and holds them accountable for results.
- Operational excellence — keeps systems, processes and policies in place and consistently followed; drives continuous improvement.
- Problem-solving — the primary point of contact for day-to-day issues; keeps the leadership team focused and aligned on priorities.
- Consistency & accountability — builds a culture of discipline, where everyone is accountable for their actions and results.
- Team alignment & communication — facilitates communication across departments and runs the leadership team meetings.

WHY THE SEPARATION MATTERS

- Clarity of decision rights — everyone in the business knows which type of decision belongs to whom, so direction stops overlapping.
- Consistent priorities — the team isn't caught between two competing instructions on the same issue.
- Accountability that actually works — you can only hold someone to a decision when it's clear whose decision it was.
- Two leaders, playing to strength — neither person is dragged into work that fights their natural wiring.