

FocalPoint CASE STUDY

Jon Caldara — *Politician, Independent Thinker & Talk Show Host*

Profile:

Jon Caldara says his job is to “sell ideas that result in political change towards freedom.” Mr. Caldara is President of the Independence Institute, a Colorado free-market think tank. He is also a radio talk show host broadcasting on News Radio 850 KOA, weeknights from 10:00 pm to 1:00 am. Jon has a current affairs television program “Independent Thinking” that airs weekly on PBS in Denver. Mr. Caldara also writes a weekly newspaper column and is also active in Colorado politics.

The Challenge:

Mr. Caldara’s biggest challenge was finding time for his family, time for himself, and even time to sleep. His many jobs provided too many tasks to accomplish and too little time to accomplish them. Plus, because he was not able to dedicate sufficient time to each activity, he felt he was not working to his best ability.

The Solution:

FocalPoint Module 1: *Gain Power Through Clarity* helped Mr. Caldara identify and prioritize the small tasks that must be done, but were taking up all his time. Ricardo’s Law of Comparative Advantage in Module 2: *Increase Your Effectiveness* taught Mr. Caldara to delegate lower-level tasks, freeing him to focus on his mission. By effectively delegating mundane tasks, extra time was created, allowing his “creative juices” to flow, providing him with more material for his radio and television shows and his newspaper column.

The Results:

Today Mr. Caldara’s career as an activist and his Independence Institute are flourishing. He has found balance between his public life and home life, and is enjoying his family more than ever.

Mr. Caldara attributes his success to FocalPoint, the best investment he ever made.

