

# FocalPoint CASE STUDY

## Dominic Colubriale — Family Business Owner

### Profile:

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Dominic Colubriale operates a family-owned recycling company, Forest Fibers. The company picks up and hauls waste paper to one of its three plants where it is sorted, baled and sold worldwide to the repulp market.

### The Challenge:

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Mr. Colubriale was in the position of many owners of family-run businesses. He was responsible for managing the operation, marketing the business, and supervising the employees. Furthermore, he found himself immersed in the day-to-day, hands-on activities of Forest Fibers. He tried to change the way he worked by reading business books, but was unable to utilize what he learned. Prior to the program, Mr. Colubriale felt so overwhelmed by managing and building Forest Fibers that he had no idea where to begin.

### The Solution:

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After reading Brian Tracy's book, *Turbo Strategies*, Mr. Colubriale enrolled in the FocalPoint program. Module 1: *Gain Power Through Clarity* made Mr. Colubriale realize that he was a natural salesman, and marketing the business was his strong point. Following Session 24, Ricardo's Law of Comparative Advantage from Module 2: *Increase Your Effectiveness*, he hired an assistant to whom he delegated the daily activities of the business.

### The Results:

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Today Mr. Colubriale spends 90% of his time on sales, which continue to increase daily. He now enjoys going into the office, and has found more free time to spend with his family.

