

FocalPoint CASE STUDY

Jeff Gerardi — *Software Entrepreneur*

Profile:

Since 1992, Jeff Gerardi has been owner and CEO of Construction Management Software, a 27-year-old company that develops industry-leading construction estimating software.

The Challenge:

Mr. Gerardi felt that the company was at a turning point in its growth. While CMS was successful, it needed to increase its market share and find new industries for its products.

The Solution:

Zero-based Thinking in Session 17 of Module 2: *Increase Your Effectiveness* helped Mr. Gerardi determine what was important and unimportant to the future of his business, as well as his personal life. He has learned how to set goals and prioritize them, instead of merely writing down daily activities.

The Results:

Since completing the FocalPoint program, Mr. Gerardi has nearly doubled his income. He eliminated two of the company's least-profitable products and introduced a new software program. And even though he's yet to take a long vacation, he feels he's managing his time more effectively and productively.

