



## Bio

Phil Bristol, the Founder, President and CEO of Projectivity Solutions, integrates both business and people skills into each engagement. He works with boards of directors, executives, leaders, high-potentials and teams to increase their effectiveness, influence and profitability. He helps facilitate personal and organizational change, serves as a sounding board on complex people issues and works with top performers so they advance to the next level of contribution and effectiveness. Projectivity Solutions, Inc. helps businesses increase growth and profitability by demonstrating to executives that great financial rewards come from living up to the high standards that most businesses advocate, but few achieve. Beyond the Business – Solving the Multi-generation Challenge helps owners develop and communicate a customized “Gold Standard” that creates and sustains a culture trust-based high performance. He is passionate about helping people and organizations move to new levels on their journey. In doing this, he uses his practical business techniques and tools, expertise in interpersonal skills, communication, critical thinking, business strategy and execution to produce pragmatic results that helps move individuals and organizations to the next level of performance. He is an entrepreneur and leader with over 35 years of business experience and has run a successful company for over 25 years. His presentations and workshops on “*Speak the Language of Leadership*,” “*Forward Facing Leadership*” and “*Pivot Point Leadership*” are acclaimed by executives worldwide.

Projectivity Solutions is proud to offer a variety of accurate, bias-free assessments to examine individual success factors and keys to exceptional performance. Phil helps take your company or high-value personnel to the next level by assessing behaviors, communication styles, motivators, personal talents and acumen. These behavioral assessments are the tools to develop talents, and unleash potential. Whether you use these assessments for hiring, organization development, culture development or employee development, the benefits for your company are multi-faceted.

Phil’s broad work experience, education, and academic positions give him a balanced perspective for practical business solutions. His undergraduate degree from the University of Nebraska, graduate degree from University of Northern Colorado and post-masters courses from University of Southern California are combined with his adjunct faculty postings with Florida Institute of Technology, San Jose State and St. Mary’s College. Phil has taught leadership, project management, and strategic planning at the graduate and under-graduate levels. He is a graduate of the PMI Leadership Institute Masters Class 2010, and frequent speaker at global leadership congress and institute meetings.

Phil is a Stages of Growth Strategist, Certified Management Consultant (CMC), credentialed project manager (PMP), credentialed scheduling professional (PMI-SP), Certified Professional Behavioral Analyst, Certified Professional Motivators Analyst, Certified Professional Hartman Dimensions Analyst, Certified Professional Emotional Quotient Analyst, Certified Arbinger Executive Coach, Certified Arbinger Facilitator, and member of the Institute of Management Consultants.

## Company Background

Recognized as the leading expert in accelerating organizational performance, Projectivity Solutions provides consulting, mentoring, and leadership development for executives and their teams, enabling them to be more productive and profitable. Services combine essential knowledge and skills with a way-of-working that accelerates organizational performance. Services are performance proven to deliver



organizational excellence including increasing profitability, reducing operational costs, improving product quality, enhancing customer service, attracting and retaining highly motivated staff, and building trust and collaboration at all levels of an organization.

### **Leadership by design – Mindset matters**

We help you achieve higher results in your organization by integrating custom designed behavior based solutions with enhanced business procedures and processes. The result is a uniquely designed program that helps effectively elevate the unique culture of your organization. This is leadership and performance improvement by design. Projectivity Solutions provides training, consulting, coaching, and implementation tools that move individuals, teams, and organizations to the results focus of an outward facing mindset. Our programs and methodology are based on 45 years of research in the psychology of human behavior and motivation, and more than 35 years of experience working with organizations worldwide.

### **Our process**

Our work begins with a mutual exploration of the results desired and clarifying how what will determine success. Next an analysis of your current situation—as an individual, team, or entire enterprise—and an assessment of where and how your current mindset is getting in the way of results. Then, together, we identify key metrics, establish a baseline of performance from which to measure progress towards results, and set specific target objectives. We then assist you in selecting the programs, tools, and services that will enable you to shift mindset and behavior; and will continue working with you until you meet your objectives.

### **Certifications**

Phil's professional certifications from the Arbinger Institute, Target Training International (TTI), and the Creating WE Institute which provides the solid foundation for his work with high-potential individuals, teams and organizations. Both organizations require annual professional development to sustain currency and certification.

TTI recognizes Phil as a Certified Professional Behaviors Analyst (CPBA), Certified Professional Motivators Analyst (CPMA), Certified Professional Emotional Quotient Analyst (CPEQA), Certified Professional Hartman Dimensions Analyst (CPHDA) and a Certified Professional Stages of Growth Analyst (CPSOGA). These certifications, awarded by TTI Success Insights on behalf of Target Training International, Ltd., recognize more than 150 hours of training, education, and practical application of research-based instruments behavioral models. Training includes William Marston's DISC model, and behavioral knowledge. Assessments also identify motivators as developed by Eduard Spranger and TTI, specifically how the six hierarchies of human motivation and the corresponding driving forces relate to communicating in the workplace and beyond. As a CPEQA, Phil is certified to teach the five dimensions of emotional intelligence, including emotional enablers and disablers as well as to interpret emotional quotient in people, analyze and integrate the combination of Behaviors and Motivators with Emotional Intelligence. Phil is certified on TTI Success Insights Acumen Capacity Index which is designed to help individuals truly understand themselves by explaining how they analyze and interpret their experiences. Axiology is the study of value, and value judgments. Robert Hartman's axiology provides key insights and tools on two levels: (1) the objective structure of value in nature and (2) the subjective nature of human value perceptions and judgments that lead to all human choices, actions, and reactions. As a Stages of Growth Analyst, Phil starts with the big picture and works downward to specific issues, create focus, identify the end goals, and the various steps required to accomplish those goals.

Arbinger recognizes Phil as a Certified Arbinger Outward Facing facilitator, Transforming Conflict Facilitator, and Executive Coach. These certifications by Arbinger recognize over 30 months of training

conducted by Arbinger in the philosophy, practices and practical application. Phil works with participants to learn the difference between an Inward Mindset and an Outward Mindset and discover the extent to which they have been operating and leading from an Inward Mindset. Practical steps create client awareness and desire to change to an Outward Mindset approach. Clients utilize a series of frameworks, maps, and tools to implement an Outward Mindset way of working. As a result, clients begin working in a far more collaborative manner and become focused on achieving results that are important to the organization as a whole. This collective application across throughout the organization enables the organization to achieve breakthrough results and experience substantial and sustainable improvements in key areas such as leadership development, team effectiveness, customer satisfaction, change management, collaboration, and conflict resolution.

If conflict becomes disabling, the Transforming Conflict Process is a practical framework to properly diagnose, reframe, and resolve conflict using an Outward Mindset. Leveraging Arbinger's unique methods, participants are prepared to move beyond conflict resolution to conflict transformation. Participants learn powerful tools to help inoculate their working relationships from unproductive friction and conflict.

### **Alliances**

#### **Target Training International, Ltd (TTI)**

TTI Success Insights (TTI SI) believes all people are unique and have talents and skills of which they are often unaware. Over three decades, TTI SI has researched and applied social and brain science, creating assessment solutions consultants in 90 countries and 40 languages used to hire, develop and retain the best talent in the world. TTI SI assessments are at work in the Fortune 1000 companies and have worked with over 100,000 companies over the years. TTI SI tools are EEOC and OFCCP compliant and are continuously tested and refined to ensure the highest standards of ethics, validity, and reliability.

#### **Arbinger Institute**

Most training and consulting solutions attempt to improve results by helping people adopt new behaviors. Most of these approaches do not achieve the desired results because they fail to go far enough. That is, they try to change behavior without changing what drives behavior: mindset. Without a change in mindset, newly adopted behaviors won't stick and results will suffer. Arbinger is the world leader in transforming mindset.

#### **Creating We Institute**

Benchmark Communications, Inc. is an executive consulting and coaching company, founded in 1980, that focuses on working with CEOs and their teams to develop new strategies for addressing their competitive challenges in a world of moving targets.

For over three decades, Creating WE has carved out a niche directed at the importance of conversations in shaping corporate culture and achieving corporate goals. Today, Conversational Intelligence<sup>®</sup>, is the basis of our consulting and coaching practice. Benchmark works at the critical junction of leadership, culture, and brand. Our focus on neuroscience research gives us a unique understanding of the impact of conversations as a catalyst for change, enables us to bring new and fresh approaches to clients who are seeking to change their culture, elevate trust in the organization, build a world class leadership teams, and foster higher levels of teamwork and partnering.