

PHIL BRISTOL

An Astute Entrepreneur Changing The Landscape Of Businesses

In today's world, it is getting more and more difficult for businesses to survive. Leaders are so worried about staying in business that they forget about the people who actually make the business work. Leaders must learn to inspire, motivate, and influence others to produce results for the organization's greater good. They should be able to establish relationships, honor the humanness of others, and have a steadfast drive to optimize the full potential of each person and organization. But first, they need to know themselves. Leaders need to know *"Their strengths and challenges and develop the emotional intelligence to respond appropriately in stressful situations. The words and actions of a leader matter and have a significant impact on others,"* expresses **Phil Bristol (Founder of Projectivity Solutions)**.

Phil's leadership style is situation-based and highly influenced by Daniel Goleman's book, *Primal Leadership* (2013). His style can be summoned up as Coaching, Affiliative, and Visionary, reserving Commanding and Pacesetting for needed circumstances. He is a graduate of the University of Northern Colorado with an MS in Operations Research System Analysis and has also completed master's courses from the University of Southern California. Before establishing Projectivity Solutions, he was in the US Army, trained as an Airborne-Ranger, and retired as a Lt. Colonel. His leadership and project management knowledge contributed to the Non-Combatant Evacuation System implementation for the US Consulate and United Nations Command in Korea. He leveraged his organizational development skills and helped design and implement the US Army Senior Civil Servant and Officer management by objectives evaluation reporting system.

Phil has extensive experience of over 35 years, focused on leadership, project management, and the information technology (IT) industry. He has successfully planned and implemented innovative solutions for public and private sector clients with his expertise in strategic planning, project management, business process, re-engineering, conflict transformation, and leadership development. Apart from being an astute entrepreneur, Phil is also a much sought-after speaker and presenter for professional organizations. His keynote presentations and workshops are highly praised by leaders nationally and internationally.

PROGRAMS ELIMINATING UNSEEN OBSTACLES

Recently, Phil observed a lack of clarity and increasing ambiguity around the organizational direction, work, and relationship expectations that create performance drag in companies. Recently, Phil observed a lack of clarity and increasing ambiguity around the organizational direction, work, and relationship expectations that create performance drag in companies. Projectivity Solutions' programs help owners and leaders articulate a company's vision, mission, purpose, brand, and core values, which provide organizational direction. Projectivity applies these skills and tools used to help business owners and leadership teams to themselves. Position role sheets define the work expectations for every role, and documented business development, operations, and support service master process explains how employees work collaboratively. Position role sheets define the work expectations for every role, and documented business development, operations, and support service master process explains how employees work collaboratively.

Founder
Projectivity Solutions

CHANGES AND HIDDEN OPPORTUNITIES

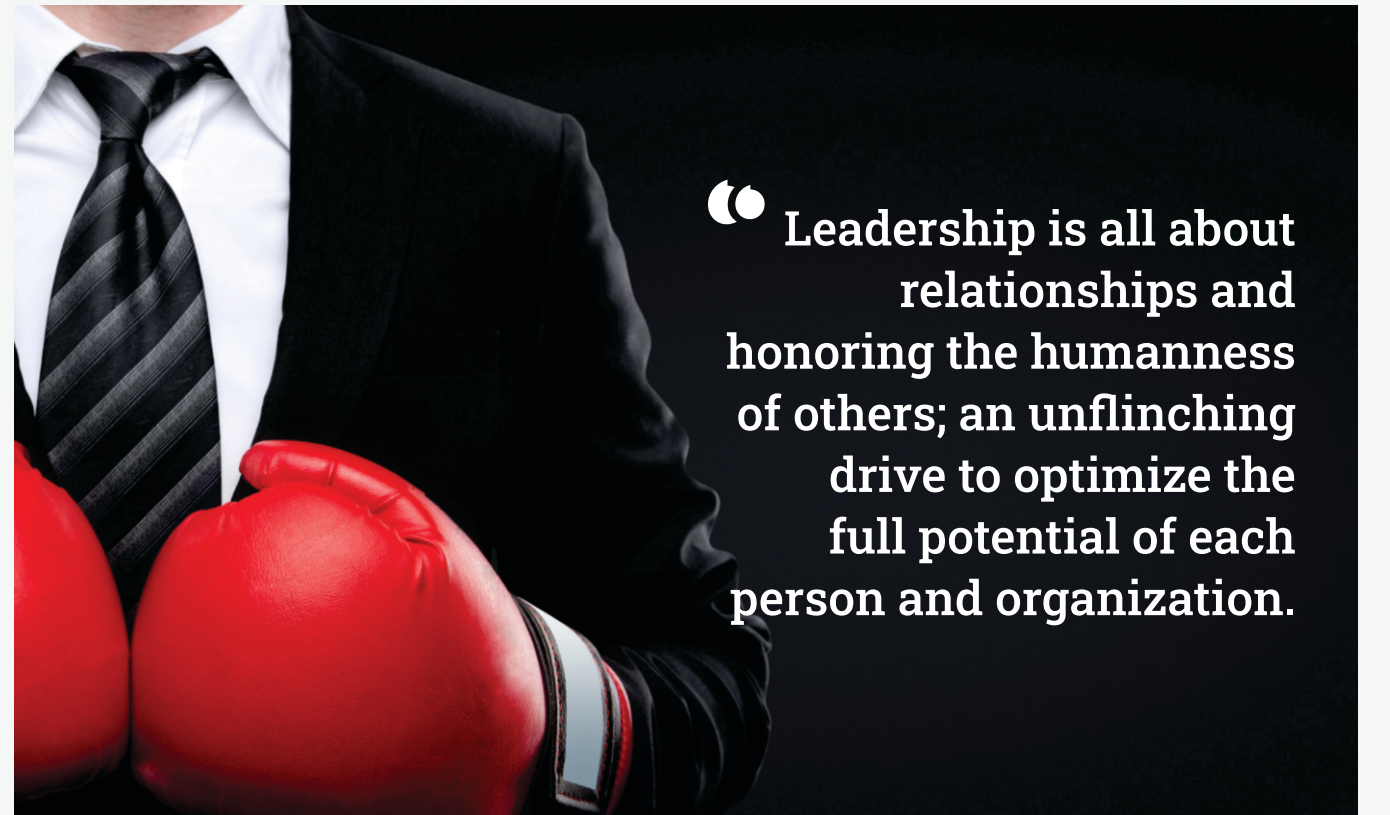
With the disruption of COVID-19, companies around the world were struggling to adjust to the new normal. Similarly, the impact of the pandemic was dramatic for Projectivity Solutions. Before COVID, all client engagements and training were conducted in person. However, with the rising wrath of the pandemic, there was an abrupt stop. The telephone, Whatsapp, and Zoom became the primary means to connect with clients in the new normal. Apart from communication, there were several other transformations took place. The service delivery outcomes and processes were enhanced, computer business development processes and lead generation improved new customer acquisition. Furthermore, new geographic markets became a reality.

Though the pandemic brought unprecedented challenges, there was a silver lining in this situation. With the rise of digitalization and advanced tools, geographical limitations have diminished, opening new markets for the companies. Projectivity Solutions is striving to benefit from the provided opportunity and keep on delivering excellence.

the company has transformed into a company whose approach is people-centric and driven by objective data for informed decision-making. Projectivity Solutions is a leading integrated service provider that increases business value by identifying and eliminating the unseen obstacles that adversely impact employee satisfaction and productivity. *"We build people; we build relationships; we build high-performing trust-based cultures,"* asserts Phil.

Projectivity Solutions distinguishes itself from its competitors by leveraging over 130 years of science and research to objectively gather data by conducting targeted 'X-Rays' focused on business operations, relationships, financial performance, and management mindset. The exceptional programs address the missing business elements that help build remarkable leadership, management, and enterprise performance.

- Exceptional Leadership:** Growing collaboration—moving from CONTROL to INFLUENCE



“ Leadership is all about relationships and honoring the humanness of others; an unflinching drive to optimize the full potential of each person and organization.

- Exceptional Manager:** Working ON the business, not working the business—moving from DOING to CRITICAL THINKING
- Exceptional Enterprise:** Focusing on essential business elements—moving from REACTIVE to FOCUSED discernment
- Exceptional Management Mindset:** Creating a Culture—Moving from ME to WE

new ideas. Its 'go-to' tools are MindManager and Padlet, which allow multi-user collaboration. *"Like other organizations, Projectivity Solutions has an assortment of personalities and motivators,"* adds Phil.

There are also regular seminars and conferences with the purpose of knowledge sharing and the latest industry and business updates to allow the staff to enhance their potential. As an employee at Projectivity Solutions, the typical is about creating solutions that help direct energy towards crucial activities, promoting teamwork, and establishing an environment that produces results. These factors help the team stay abreast of the trends and give the organization an edge over the competition. **GBL**

SEPARATING TYPICAL FROM EXCEPTIONAL

The programs and service offerings are continually updated depending on the changing consumer requirements. This continuous innovation is possible due to collaborative teamwork. At Projectivity Solutions, Phil and his team collaboratively work and integrate perspectives and methods to produce fresh ideas that differentiate the typical from the exceptional. *"Equally important are the practical implementation actions to create and deliver value,"* explains Phil. Despite being a geographically dispersed team, they rarely rely on traditional brainstorming approaches. The team frequently connects via the web and Zoom to work on



The Science Behind Helping Businesses Succeed

An Innovative Approach That Integrates Over 130 Years of research and Findings in the Fields of Management Leadership, Organizational Development, Psychology and Behavior.

1880	1920	1940	1960	1980	2000
Management Leadership					
Frederick Taylor 1880 Scientific Management		Eric Trist 1949 Sociotech Systems Theory	Tom Peters 1978 In Search of Excellence	Edward Deming 1982 Quality Production	Jim Collins 2001 Good to Great
		Peter Drucker 1954 Management by Objectives		Peter Senge 1990 Learning Organization	David Maister 2001 Practice What You Preach
				Patrick Lencioni 2002 Five Dysfunctions	
		Kelly & Walker 1957 Critical Path Method		Michael Hammer 1999 Business Process Reengineering	James Fisher 2006 Growth Curve
					Logan & King 2008 Tribal Leadership
Organizational Development					
	Elton Mayo 1932 Hawthorne Study	Abraham Maslow 1943 Hierarchy of Needs	Douglas McGregor 1960 Theory X and Theory Y	Hersey & Blanchard 1983 Situational Leadership	
		Kurt Lewin 1946 Organizational Development	Blake & Mouton 1964 Management Grid	David Cooperrider 1987 Appreciative Inquiry	
		Frederick Herzberg 1959 Motivation Factors			
Psychology and Behavior					
	William Marston 1928 DISC		B.F. Skinner 1961 Analysis of Behavior	Edgar Schein 1984 Organization Culture	C. Terry Warner 2001 Self-Deception
	Edward Spranger 1928 Motivators		Virginia Satir 1964 Conjoint Family Therapy	Daniel Goleman 1995 Emotional Intelligence	Judith Glaser 2013 Conversational Intelligence
			Milton Erickson 1967 Hypnotic Realities		Arbinger Institute 2016 Outward Mindset
			Robert Hartman 1967 Science of Value		Berne Brown 2018 Dare to Lead
			Fritz Perls 1969 Gestalt Therapy		
			Bandier & Grinder 1975 NLP		

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