



Projectivity Solutions, Inc. STREAMLINING BUSINESS GROWTH & PROFITS

2021



When it comes to running a business, many requirements extend beyond just financial management. The key to a company's overall growth is creating a system that manages mergers, acquisitions, conflict resolutions, and more with ease. Projectivity Solutions offers customized services to increase policy clarification, improve day-to-day operations, and develop key-person management.

In 1990, Phil Bristol decided to help companies execute a positive organizational change. It led to the creation of Projectivity Solutions, Inc., located in Sacramento,

California. Projectivity Solutions provides consulting, mentoring, and leadership development for executives and their teams, enabling them to be more productive and profitable.

The client-side executives and their teams benefit from advisory, coaching, and leadership development services,

which help them become more productive and effective as individuals in their professional and personal lives. Projectivity helps organizations diagnose performance root causes, then focus on vital initiatives, create concurrent group reasoning, encourage a bias for results, and clarify accountabilities by creating and assisting with implementing systems.

Leadership Team and Business Alliances

Projectivity Solutions increases business value by identifying and eliminating the unseen obstacles that adversely impact employee satisfaction and productivity. Unlike other organizations, Projectivity Solutions applies over 130 years of science and research to objectively diagnose the root causes of diminished organization and leadership performance. Projectivity Growth Curve Specialists then collaborate with each client to tailor action plans appropriate for their situational complexity. Steering Projectivity Solutions to success are four accomplished individuals: Phil Bristol, Franck Ramaroson, Gary Yeatts, and Dr. John Buckholtz.

"Building People – Building Relationships – Building Trust-Based Cultures"

Phil Bristol, Growth Curve Strategist, is a graduate of the University of Northern Colorado with an MS in Operations Research System Analysis. He has also completed post-masters courses from the University of Southern California. Mr. Bristol's experience spans over 35 years, focusing on leadership, project management, and the information technology (IT) industry. As a former Airborne-Ranger, Phil's leadership and project management knowledge contributed to the Non-Combatant Evacuation System implementation for the US Consulate and United Nations Command in Korea. Using his organizational development (OD) skills, Phil helped design and implement the US Army Senior Civil Servant and Officer management by objectives evaluation reporting system. 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. Phil is a much sought-after speaker and presenter for professional organizations. His keynote

presentations and workshops are highly praised by leaders nationally and internationally.

Franck Ramaroson, Growth Curve Strategist, is a French Air Force Academy graduate with more than 20 years of international business experience with an MBA from INSEAD business school. He has successfully founded two companies and is certified as a Project Management Professional (PMP), Conversational Intelligence coach, Emotional Intelligence, DISC, Motivational Driving Forces assessment instruments. In his various leadership positions, Franck finds a balance between high-level performance results and collaborator well-being. As a serial entrepreneur, his vision is to make sustainable well-being and peak performance available for companies and individuals to change the world for the best. Recently, Franck is coaching individuals and companies facing Volatility, Uncertainty, Complexity, and Ambiguity (VUCA) transition situations to achieve peak performance, sustainable well-being, and autonomy in maintaining that status

Dr. Buckholz, Growth Curve Strategist, is renowned internationally for his scientific expertise on Complex Foot and Leg problems. He established the first international Podiatric – Orthopedic surgical residency program with Germany and the world’s first four-year foot and ankle surgical residency in Philadelphia. He was the first Podiatric surgeon to be awarded a scholarship to the Universitat Basel as recognized by the Swiss and German Associations for the operative treatment of fractures. With 14 years of research and experience in performance science, Dr. Buckholz provides unique services advancing judgment, trust, and compassion. Current initiatives include helping physician residency programs achieve a skill and knowledge balance between medical and trust-based relationships. Concurrently, John is working with physicians to reduce the behaviors which increase insurability risks.

Gary Yeatts, Growth Curve Strategist, joined Projectivity Solutions in 2010, creating a synergistic partnership with founder Phil Bristol. Gary’s experience as a retired Navy Captain, business coach, lecturer, and speaker, brings 35 years of business and organizational skills, which, combined with Phil’s broad business expertise, is a unique combination for success. He has successfully assisted key leaders in goal and strategy development, change management, conflict resolution, and team building. He holds a graduate degree from California State University, San Diego.

Business Alliances

These nine companies allow Projectivity Solutions the flexibility and agility to customize solutions for clients:

Corporate Capital Direct– Identifying the best fit for funding based on each company’s unique situation

FlashPoint!– Protecting CEO’s time, energy, and money by uncovering critical issues root causes

MeristHemE– Coaching peak performance and sustainable well-being

Rewild Group– Infusing the key systemic elements to achieve resilience, vitality, and profitability

Scilectics Group– Eliminating subjectivity and bias from decision making

The Arbinger Institute– Creating an Outward Mindset: the foundation for true collaboration and collective success

The CreatingWE® Institute– Shifting culture through conversations.”

TTI Success Insights– Optimizing the Science Human Potential

Ultimate Care Rx– Igniting compassion in all aspects of your patient care

What makes Projectivity Solutions one of the Best Companies today

As a worldwide professional consultancy, Projectivity Solutions helps organizations focus on essential activities, create convergent team thinking, and clarify responsibilities by designing and implementing solutions to focus and achieve measurable results. The Projectivity program produces results, and that’s the driving force for the company today. Projectivity Solutions’ four-step critical assessment method provides a quick overview of the company’s activities, strategy, and performance compared to others in the industry. The findings create a work plan with goals, tasks, and metrics. The assessment results provide insights to root causes for the implementation of customized solutions for clients.

Science-based Assessments

Projectivity Solutions leadership and business alliances create an ‘X-Ray’ series of diagnostic assessments, which forms the basis of the programs offered by the company. The X-Ray series breaks down a company into four constituent parts and evaluates each function separately. These include Business X-Ray, Relationship X-Ray, Financial X-Ray, and Mindset X-Ray. With this process, the team at Projectivity Solutions gets a birds-eye view of the operations of the client companies. Each

X-ray involves assessments that examine the company's challenges, which help create unique solutions.

Business X-ray: Data shows that businesses go through seven distinct stages of development, each with its own set of criteria for progress.

Relationship X-Ray: The Relationship X-Ray is a collection of seven tests that look at individual and interpersonal components of behavior concerning employee productivity and relationships.

Financial X-Ray: The Financial X-Ray is a series of four evaluations that look at how leaders and staff understand, express, and execute critical financial activities and well-being.

Mindset X-Ray: The organization believes that everyone functions on a scale that ranges from an inner to an outward perspective. The stance of a leader on that spectrum has a significant effect on profitability, charisma, and executive action. Likewise, the Projectivity team mindset believes that collective thinking shapes an organization's culture and performance.

Practical Implementation Options

After the diagnosis, the client identifies and creates a prioritized action plan from four foundational programs. Each program includes knowledge transfer, videos, experiential learning, hands-on activities, and progress assessments

- Exceptional Leadership Program
- Growing Collaboration: Moving from CONTROL to INFLUENCE
- Exceptional Manager Program (SPELLING)
- Working ON the business, not working IN the business: Moving from DOING to CRITICAL THINKING
- Exceptional Enterprise Program
- Moving from REACTIVE to FOCUSED discernment
- Exceptional Mindset Program
- Creating a culture: Moving from ME to WE

Recognitions and Contributions

Phil Bristol, the CEO, was awarded the Governor's Award in 2016. The award is to commend the CEO's contribution and the organization for supporting the Roseville Chamber of Commerce and the Roseville city leadership program. He holds

numerous credentials and certifications from internationally recognized organizations and is a member of the Institute of Management Consultants.

The company also assists organizations like Make-A-Wish in the Northeastern and Central California regions and Northern Nevada – "Creating life-changing wishes for children with critical illnesses." The alliance of Projectivity Solutions with Make-A-Wish was to create an effective leadership development program.

Another charitable contribution made by the company is to The Gathering Inn, a county-wide homelessness-to-housing program. The Gathering Inn (TGI) is a multifaceted, multi-location agency serving over 185 homeless men, women, and children in Placer County through programs at four separate locations. Bristol personally provided his services as a Leadership Development Mentor and Strategic Planning. The affiliation with these charities has increased outreach to the people in need. "A hand up, not a hand out."

Bristol and his partner Yeatts, both veterans, serve the veteran community. In addition to being a coach, Yeatts is a licensed clinical social worker who provides pro bono services to combat veterans with PTSD. The services have helped combat veterans deal with the trauma they have experienced, resulting in better family relationships and career success.

Why Projectivity Solutions

Around 98 percent of business owners have no idea what their company is worth or how to increase it. Unfortunately, most business owners overestimate their company's worth, which causes significant issues when trying to fund expansion, plan an exit, or sell.

The Projectivity team understands leadership alignment and focus are needed to discover objective business performance data, and unbiased data enables realistic plan development. Hence by design, their objective data-driven methodology considers organizational complexity, which helps the leadership team use data from the diagnostic X-Rays to discover profit, process, and people root causes that hinder results. Their proprietary assessment helps identify and name the eight hidden agents that reduce organizational performance and leadership effectiveness. A strategic evaluation provides insights and knowledge to help owners and leaders transition from working on the business to mastering the business.

Key differentiating points that set Projectivity Solutions apart from competitors.

- Tried and trusted principles that deliver results

- Fixing actual problems and not focus on the symptoms
- Converging on the root cause first, then you are fixing the actual problem
- Focusing on people and communications – the root of all common business performance issues
- Multiple assessments that provide objective insights into business operations team and customer relationships, and leadership mindset
- Hands-on training, group work sessions, etc. Principals become part of the team, not just an expert telling them.

Working with Projectivity Solutions

A typical day at the office involves:

- Creating solutions that help direct energy towards crucial activities
- Promoting teamwork
- Establishing an environment that produces results

Seminars and conferences are conducted for knowledge sharing and the latest industry and business updates to allow the teams to enhance their potential, thus giving the organization an edge over the competition.

At Projectivity Solutions, serving others is a philosophy that motivates them to improve their employees' communities. Mutual collaboration and respect at all levels develop trusting connections, resulting in a high-performance culture. Like best-in-class firms, they too are fueled by a balanced trust-based culture, which promotes long-term growth and performance.

Future Roadmap

While the focus is on privately held/family-owned businesses with 500 or fewer employees, Projectivity Solutions is stretching its arms to cater to small-scale companies. They want to provide integrated solutions to these companies that face growth challenges due to the lack of experience and objectivity.

The company aims to launch new products and a website with expertise-based free webinars to achieve short and long-term objectives. The need for lead generation is well understood. An interactive process that integrates product information and promotions into a contact database is in beta testing. A scalable advertising campaign, social media campaigns on

Facebook and LinkedIn, and a separate plan to build an alliance network are also in the wings.

In the long term, Projectivity Solutions is creating a teachable-repeatable-scalable strategy of a packaged consultancy model. In the plans is a "licensing model" to create subscription income.

When asked about tips for business executives and leaders, Phil Bristol said,

Leadership: Know yourself and manage stress – your words and actions impact those around you. Actively enhance empathy and compassion for others.

Productivity: Focus on your passion and gifts – not work. Develop a sense of cadence and flow with the team and clients.

Time Management: Have a master calendar and block time for a predictable framework. Be clear on the top 5 results you deliver, the priority, and the time allocated. Leave 20% of your time open to contingencies.

Projectivity Solutions Inc continues to provide its diverse and niche services worldwide towards developing organizations from the inside out.



Phil Bristol, CMC

CEO at [Projectivity Solutions](#). We achieve a lasting, measurable competitive advantage by solving the problems that erode performance. [Phil Bristol's profile.](#)

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