

An Exemplary Business Leader Accelerating Organizational Performance with Projectivity Solutions, Inc.



Passionate, ardent, and fierce, Phil Bristol, Founder, President, and CEO, Projectivity Solutions, translated his dream into the reality of his life as he became one of The 10 Most Influential Leaders in HR Services in 2021.

Executive Coach, C-Suite Consultant, Strategic Advisor with over three decades of experience, Phil Bristol enables business leaders and individuals to unleash their potential to deliver extraordinary results.

In January 1989, the focus of Projectivity Solutions was to help businesses increase growth and profitability. In 2006 the company focus became solving the multi-generation challenge of family-owned and small privately held businesses. At Projectivity, Mr. Bristol 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 issues, and works with top performers to help them advance to the next level of responsibility.

Mr. Bristol has demonstrated skills in strategic planning, business process re-engineering (BPR), enterprise-wide project

management, and leadership development. Phil's 35 years of experience focuses on leadership, project management, and the information technology (IT) industry. He has successfully planned, marketed, developed, and implemented innovative solutions for public and private sector clients.

In academics, he is an undergraduate from the University of Nebraska, a graduate from the University of Northern Colorado, and did post-masters courses from the University of Southern California. Phil has taught leadership, project management, and strategic planning at the graduate and undergraduate levels. He is a graduate of the PMI Leadership Institute Masters Class 2010 and a frequent speaker at global leadership congress and institute meetings.

Phil's broad work experience, education, and academic positions give him a balanced perspective for practical business solutions.

Integrated Service Provider

Projectivity Solutions is an 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." Unlike other organizations, Projectivity Solutions uses over 130 years of science and research to objectively gather data by conducting targeted "X-Rays" focused on 1) business operations, 2) relationships, 3) financial performance, and 4) management mindset. "We diagnose root causes – collaboratively prescribe missing business elements, and predict future challenges created by organizational complexity." Projectivity Solutions programs address the missing business elements that facilitate exceptional leadership, management, and enterprise performance.

Projectivity Solutions program offerings are:

- **Exceptional Leadership:** Growing collaboration – Moving from CONTROL to INFLUENCE
- **Exceptional Manager:** Working ON the business, not working IN 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

Mistakes Organizations Make in Workforce Dynamics

Too often, executives and managers fail to lead by example, creating obstacles in a self-accountability culture. Specifically, the lack of clarity and alignment with the following four essential business elements: 1) Vision-Mission-Purpose & Values, 2) position key results, 3) master business processes, and 4) Key Process Indicators (KPIs) contribute to performance complications. Vision-Mission-Purpose provides workforce inspiration and direction; key results and business process combine to simplify work expectations; Values clarify relationship expectations, and KPI's objectively quantify results. Combined, all four create a culture of collaborative self-accountability.

Impact of COVID-19 Outbreak in the HR Industry

HR is a "high-touch" function. COVID restrictions and geographic dispersion have limited one-to-one and group interaction. Even with the proliferation of Zoom, the many non-verbal messages became obscure, while voice tone, and tempo, were degraded. Leaders who enhanced their coaching, listening, and learning skills while asking clarifying questions have built deeper levels of rapport and trust. These leaders have enhanced team engagement and increased productivity.

One Myth about the HR Profession

The biggest myth is data-driven decisions are unimportant in the HR Profession, that collecting, processing, and analyzing "big data" is of no consequence. To design targeted training programs that optimize human and organizational potential, professionals need to understand how the data for each individual, team, department, and the company's communication styles, motivations, decision-making capacity, and skills is essential.

Top Trends in the HR Space

HR professionals need to know the core business challenges and become "rooted" in other company functions. Bristol recommends three action steps: 1) determine how the function supports the mission, then ask the following questions a) what is my department or what I am doing that creates a challenge for this organization? b) what are other obstacles creating difficulties? c) how can I, as an HR professional, help? 2) then make helpful work adjustments 3) finally, check-in and verify if there is a positive impact... if not. Ask more questions, make adjustments, and check in later.

The Inspiration Behind the Transformation

"My master's training is in Operations Research & Systems Analysis (ORSA) Information systems, data, and project management dominated my thinking and interaction with others. My thinking and mindset changed in 1990; I was selected for an intensive Organizational Development (OD) program that combined management leadership principles with psychology & behavior and organizational development. The foundation of my current practice is exposure to the works of B.F. Skinner, Virginia Satir, Fritz Perls, Bandler & Grinder.

These lead to Edgar Schein, Daniel Goleman, C. Terry Warner, Judith Glaser, and Berne Brown".

Phil's Tips on Maintaining the Work-life Balance

Exercise: Swim for an all-over body workout.

Drive backcountry roads: Connect with nature and clear your mind.

Build Friendships: Enjoy time with family, neighbors, and friends

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. 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 We are continuing to develop the venture and make a difference locally and globally.

Be curious, ask questions. Questions open conversations; statements shut down conversations.

Surprising Fact to Know about Phil Bristol

As an airborne ranger, he learned the value of teamwork and to enjoy jumping out of a perfectly good airplane or helicopter.

Future Plan

We are continuing to develop the venture and make a difference locally and globally.

A Piece of Advice

Be curious, ask questions. Questions open conversations; statements shut down conversations.



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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