



## Projectivity Solutions: Solving People-Problems through Research

Phil Bristol Founder & Managing Principal

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Projectivity Solutions help leaders diagnose organizational and relationship root-causes; then recommend and implement solutions. Enterprise growth requires companies to shift from a CEO-centric to an enterprise-centric approach to align an organization with changing industry dynamics. The objective is to recognize and adopt the necessary fundamentals to create a holistic, cohesive, and trust-based team while also progressively addressing the business and financial needs. When an issue arises, CEOs and key leaders tend to discuss their experiences or issues with third-party consultants making it extremely difficult to identify the root causes objectively. As a result, the solutions created only address the surface level problems rather than solve the issue's root.

Identifying, understanding, and effectively addressing root causes that roadblock business growth and performance is the essence of Projectivity Solutions' leadership and performance improvement programs. The company offers science-based performance improvement solutions to organizations via a multi-disciplinary approach that assesses a company's business, relationship, and financial attributes. This approach quickly and effectively targets root-cause-oriented solutions, keyed to each business stage of growth. Subsequently, prescribed solutions result from more than 130 years of peer-reviewed scientific research, identifying and implementing the best solutions to accelerate organizational performance.

Projectivity Solutions, founded in 1990, is focused on small businesses under 500 employees. The company believes that every business is simple, but the people associated with it are complicated. And not surprisingly, root causes and roadblocks are always people-centric. To this end, Projectivity makes the "people-part" of the business by simply creating language-based frameworks for its programs to look at how a company sets its direction and clarifies work and relationship expectations. "A big part of this is the way we work with mindsets, understanding, and building a common language. I think the biggest hurdle to growth and development is the complexity of the people associated with the organization, and we specialize in unleashing their innate human potential," says Phil Bristol, Founder, and CEO of Projectivity Solutions.

### Navigating through the Winds of Change

Projectivity's consulting method begins by administering a series of assessments called X-rays. These assessments are similar to how a doctor performs a diagnosis to determine a patient's health condition. Akin to that, Projectivity performs X-rays for business, relationships, financials, and leadership mindset to uncover the hidden roadblocks to growth and development. The findings allow the company to help owners and leaders focus on the root causes of their challenges and create effective implementation strategies. Equally critical to success, this facilitated process also helps develop the language and communication skills leaders need to lead their teams effectively.

Bristol notes that often executives are so busy working "in the business," and they don't take the time to work "on the business." The fundamental problem is that even when they do, they don't use a language familiar to the organization's people while resolving issues. They know how to deliver a service or a product, but they are completely strange to a common language that enables people to work together. "We look at four key areas: setting the direction of the company; being clear about expectations; relationship, and mindset. Our processes are designed to deliver those capacities to a company and a leader," says Bristol.

"Projectivity's programs enable organizations to understand their strengths and challenges, with behavioral science being at the core of its training and coaching programs. We believe that once leaders understand the framework, they can build trust-based relationships with the members of the organization," says Bristol.

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In the next level of engagement, the company helps enhance leadership style and each 'manager's unique "leader-voice" inside the organization. Leaders start practicing team collaboration and build trust with their teammates and become exceptional managers. The management layer comprises 15%-20% of a typical company's staff; this critical layer of the organization is responsible for the productivity, well-being, and development of over 80% of its employees. The company's four-part program helps functional specialists develop the knowledge, skills, and techniques to become managers who are effectively motivating teams and producing results. The company uses the assessment findings to match appropriate skills for a particular role, helping them find the right talent inside the organization or outside resources.

Projectivity also helps clients bring clarity to various processes by defining every task and showing ways of delivering the service or product. The third level of engagement is building the culture and capacity to grow. Growth doesn't come from just revenue and sales; it requires all these aspects to work in tandem. Subsequently, when a new opportunity arises, the client can capture it with less effort.

Illustrating its programs' efficiency, Bristol highlights an instance of a client in Germany that had certain shortcomings with their team. However, the CEO could not specifically find and fix the issue. Projectivity stepped in and performed a relationship x-ray, which shed light on specific roadblocks. The client was innovating at a high pace, but how they were implementing change created resistance.



#### Company

Projectivity Solutions

#### Headquarters

Sacramento, CA

#### Management

Phil Bristol Founder & Managing Principal

#### Description

Projectivity Solutions' leadership offers performance improvement programs. At the core of Projectivity Solutions' approach to performance improvement of an organization is a multi-disciplinary approach that assesses the business, relationship, and financial attributes of a company. More importantly, their practice is driven by more than 130 years of peer-reviewed scientific research. With that, the company identifies and implements the fundamentals necessary for building a cohesive, trust-based team while concurrently addressing interconnected business and financial needs in a progressive process



Projectivity looked at the 'organization's confidence-to-caution ratio and found that the company showed greater resistance to innovation and change – a classic people-centric issue centered on communication roadblocks. The company helped the CEO boost employee confidence by changing her communication style with the staff. After making such changes, the productivity of the company improved significantly. "Organizations don't realize that when they double people capacity, complexity increases fourfold. This is why we always enable our clients to create a structure which helps them understand the key areas of improvement appropriate to their stage of growth," says Bristol.

#### **Sailing Ahead in Full Force**

What truly sets the company apart from its competitors is Bristol's unwavering dedication and ethos to lead his team to move the business forward effectively. Bristol's experience spans over 35 years, focusing on leadership, project management, and the IT industry. As a seasoned business coach, Bristol has demonstrated strategic planning, business process re-engineering (BPR), enterprise-wide project management, and

leadership development. His keynote presentations and workshops are highly praised by leaders nationally and internationally. He plays a pivotal role in planning, marketing, developing, and implementing innovative solutions for public and private sector clients. Backed by his experience as a business owner, consultant, and educator, Bristol brings strong business and leadership acumen to bear as he works with CEOs and their leadership teams.

Typically, the company works with organizations with a people capacity of 20 to 500. Because there are so many companies that employ less than 20 people, Projectivity is also creating an approach to help these with smaller organizations successfully. "We're creating a cost-effective way for such companies to implement our strategies and processes and are planning to roll out a self-study program for leaders of such micro-companies. We plan to bring together the leaders of such small organizations in non-competing businesses and walk them through the processes," says Bristol. At the same time, Projectivity also intends to extend the X-ray processes to coaches and trainers and help more organizations on the look-out for performance improvement.

