

CTO LOOK

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The 10 Most
Visionary
LEADERS
To Watch 2023

Aspects of Quality
Exemplary Attributes of
Transformative Leaders

Know your Leader
Exploring Different
Approaches to
Leadership

◆ **Phil Bristol**
Founder
Projectivity
Solutions

Phil
Bristol

Accelerating
Your
Business

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This continuous innovation is possible due to collaborative teamwork. At Projectivity Solutions, Phil and his team collaboratively integrate perspectives and methods to produce fresh ideas that differentiate the typical from the exceptional.



Cover
Story

◆ Phil Bristol
Founder
Projectivity
Solutions

To increase business value by identifying and eliminating the unseen obstacles that adversely impact employee satisfaction and productivity, **Phil Bristol founded Projectivity Solutions** as an integrated service provider.

Phil's three decades of experience expands from Executive Coach, C-Suite Consultant, and Strategic Advisor. He enables business leaders and individuals to unleash their potential to deliver extraordinary results.

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 to help business owners and leadership teams.

Position role sheets define the work expectations for every role, document business development operations, support primary service process, and explain how employees work collaboratively.

We caught up with Phil and talked about his journey and where his venture heads next.

Below are the highlights of the interview:

Brief our audience about your journey as a business leader until your current position at Projectivity



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Solutions. What challenges have you had to overcome to reach where you are today?

After leaving the US Army in 1984, I became a strategic systems consultant for an international pharmaceutical company and later became the manager of manufacturing systems until starting Projectivity Solutions, Inc.

Projectivity Solutions, formed in 1990, served California Bay Area technology companies providing project management solutions that evolved into program management consulting and training. Fortune 500 companies formed the client core until 2004 when the focus became small companies with less than 500 employees. Today, clients are located in the USA, Europe, and India. During this timeframe, the service offering evolved to include strategic planning, business process improvement, leadership development, and organizational culture.

The challenges along the way have been creating a cohesive service offering during COVID. The difficulty caused by COVID was the closing of all in-person client engagements; however, advancement within telecommunications technology allowed client engagements to continue and opened new opportunities in Europe and Asia. The Projectivity Solutions service offerings have been enhanced and integrated, offering clients multiple points of engagement depending on their needs and maturity level.

Tell us something more about your company and its mission and vision.

Projectivity Solutions 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 culture.

Enlighten us on how you have impacted the business consulting niche through your expertise in the market.

Unlike other organizations, Projectivity Solutions use over 130 years of science and research to objectively



gather data by conducting targeted "X-Rays" focused on

- Business Operations,
- Relationships,
- Financial Performance, and
- Mindset.

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.

What differentiates you from the competition?

The programs and service offerings are continually updated depending on consumer requirements. This continuous innovation is possible due to collaborative teamwork. At Projectivity Solutions, Phil and his team collaboratively 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."*

Despite being a geographically dispersed team, they rarely rely on traditional brainstorming approaches. The group frequently connects via the web and Zoom to work on 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.

There are also regular seminars and conferences for knowledge sharing and the latest industry and business updates which enhance team potential. As an employee at Projectivity Solutions, the typical is about creating solutions that help direct energy toward 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.

Describe in detail the values and the work culture that drives your organization.

Projectivity Solutions, Inc. – *Igniting Passion Within Leaders So Others Will Flourish*

In service to executives and leaders by providing strategies and skills for clarifying direction, accelerating productivity, implementing new capabilities, and inspiring collaborative teamwork.

Values:

We lead the way

- We look for new and better ways of doing things and seek to excel in everything we do.
- We take on big challenges and deliver great results every time.
- Our passion drives us, and we enjoy the journey.

We do what's right

- We do what we say we will do.
- We are open and honest, and fair.
- Doing what's right is always more important than doing what's expedient.

We take responsibility

- We take personal responsibility for creating an environment where people can flourish.
- We challenge the status quo and develop innovative solutions.
- We always aim to get it right the first time.

We care for each other.

- We watch out for each other's safety and well-being.
- We respect and support each other and listen.

Undeniably, technology is playing a significant role in almost every sector. How are you leveraging technological advancements to make your solutions resourceful?

Projectivity Solutions uses a mixed-media client engagement model that integrates video, small and large collaborative discussions, practical exercises, whiteboard exercises, customizable graphics, and plan templates.

What change would you like to bring to your industry if given a chance?

Dramatically reduce the low high business mortality rate. Typically, 20% of the small business fail in their



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first year, 30% in their second year, and 50% fail after five years in business. Finally, 70% of small business owners fail in their 10th year in business.

Where do you envision yourself in the long run, and what are your future goals for Projectivity Solutions?

Projectivity Solutions 2024 aims to significantly improve the enterprise's strategic planning process offered to clients. This year, Projectivity Solutions will collaborate with European firms to evaluate the strategic domains of projects, relationships, and governance. This assessment approach provides facts and insights into organizational strengths and challenges, resulting in a realistic strategic plan.

What would be your advice to budding entrepreneurs who aspire to venture into this sector?

Network with like-minded professionals and collaborate for the greater good. 

