

PHIL BRISTOL

Unlocking Your
Business's
Potential

Established in 1990 by Phil Bristol, Projectivity Solutions is a renowned worldwide consultancy for enhancing organizational performance. Utilizing over 130 years of peer-reviewed scientific research, the organization's approach has always been tailored to deliver strategy clarity, optimize daily operations, and foster leadership development among key personnel. Projectivity Solutions' outcomes combine essential knowledge and skills with a way of working that enhances organizational performance to a great extent.

Under Phil's visionary leadership, Projectivity Solutions offers executives and their teams consulting, mentorship, and leadership development services to increase productivity and profitability. The organization's approach delivers tangible outcomes by devising and supporting the implementation of solutions that enable organizations to concentrate on critical tasks, foster teamwork, prioritize results, and establish clear accountabilities.

Phil, a distinguished alumnus of the University of Northern Colorado, holds an MS in Operations Research System Analysis, complemented by post-master courses from the University of Southern California. His professional insight encompasses strategic planning, project management, business process re-engineering, conflict transformation, and leadership development.

FOUNDER



Serving Clients Globally

Guided by Phil's visionary leadership, Projectivity Solutions collaboratively serves for-profit and non-profit organizations with 500 or fewer employees. Using assessments to gauge organizational complexity, the organization assists CEOs in objectively identifying strengths and challenges impacting the customer experience and service quality. This innovative approach fosters a common language and understanding among the leadership team and employees by integrating culture, human relationships, work processes, and strategic plans. The organization's clientele is dispersed globally, concentrating in the United States, Europe, and India.

Helping Organizations Build High-Performance Teams

Projectivity Solutions build people, relationships, and high-performing trust-based cultures. Unlike other organizations, Projectivity Solutions uses more than 130 years of science and research to objectively gather client data by conducting targeted "X-Rays" focused on 1) business operations, 2) relationships, 3) financial performance, and 4) mindset. Projectivity's core offerings are **Enterprise Foundation Program, Exceptional Enterprise Program, Exceptional Manager Program, Exceptional Mindset Program, and Exceptional Leader Program.**

- **Enterprise Foundation Program:** Focused on Fast Results: Projectivity grows in-depth solutions that are uniquely configured to a company's business. The organization approaches a business as a dynamic, living system filled with interrelated elements and crafts a configurable solution by identifying the most critical factors to infuse into a business and prioritize accordingly.
- **Exceptional Enterprise Program:** Moving from REACTIVE to FOCUSED: The firm helps grow exceptional businesses through the Stages of Growth™ methodology that identifies and infuses missing vital elements into a company's ecosystem to create high-functioning, highly profitable organizations.

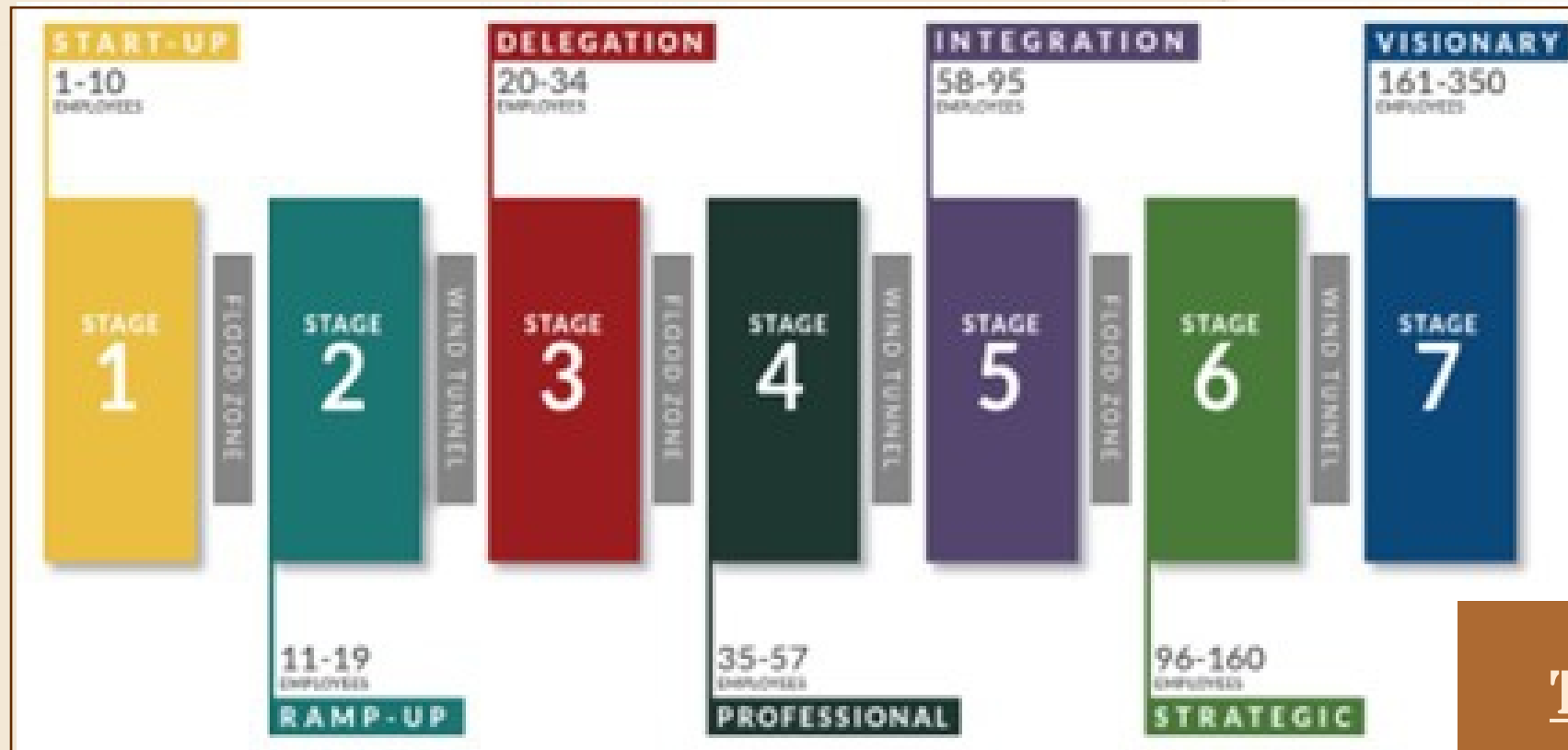
Just as there are vital elements that make up a healthy ecosystem, there are 11 components that make up an exceptional business. Each piece corresponds to a structured engagement that strengthens that particular business area.
- **Exceptional Manager Program:** Working ON the business, not working IN the business.



THE 10 MOST PROMINENT BUSINESS LEADERS TO WATCH IN 2023

Moving from DOING to CRITICAL THINKING. Projectivity's Exceptional Manager Program is a unique 12-month learning experience that shapes the management team into the backbone of an exceptional company.

- **Exceptional Mindset Program:** Creating a Culture Moving from ME to WE. An outward mindset is a foundation for how Projectivity helps leaders achieve sustainable growth and performance. An outward mindset is a foundation for true collaboration and collective business success. As such, a leader's inward or outward mindset profoundly impacts leadership style, treatment of people, innovation, collaboration, team building, and overall business success.
- **Exceptional Leader Program:** Optimizing Human Potential Moving from CONTROL to INFLUENCE. This program incorporates self-mastery skills and adds leadership skills that optimize team potential by building trust-based relationships. The third component is a culture of collaboration which optimizes the organizational potential by balancing



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THE FUTURE

In 2022, Projectivity Solutions conducted a comprehensive retrospective focusing on assessing its services, staff, and client base. The organization remains dedicated to serving organizations with 500 or fewer employees, providing services that promote operational excellence and foster collaborative teamwork. Looking ahead to 2023-2024, Projectivity Solutions plans to refine its strategic planning service, expand its offerings in Europe and India, and provide mentoring to an advisory team. These initiatives aim to improve the organization's ability to deliver exceptional service to clients and further strengthen its reputation as a trusted provider of expert consultancy services.

was on revenue and cash inflows in the early years. As long as the gross profit could cover expenses and provide funds until the next contract, Projectivity Solutions could sustain itself. However, he failed to account for the net operating income or the retained money. Recognizing this gap in his understanding was crucial in laying the foundation for achieving sustained results. Phil identifies several additional contributing factors to his early mistakes, including renting and furnishing office space in anticipation of future growth, staffing decisions based on personal relationships, and an undocumented consulting engagement process. Initially, Phil operated under the assumption that all employees possessed similar content knowledge, business skills, and communication abilities and would deliver consistent quality service. However, he eventually realized the importance of diversifying the team's experiences and communication styles, which became the foundation for Projectivity Solutions' collaborative service integration approach today.

The Globally Recognized Organization

Projectivity Solutions, Inc. is renowned for providing transformational engagements to its clients that foster trust-based relationships and promote innovation. The organization's numerous certificates and plaques from professional and community organizations serve as recognition for its outstanding contributions to the community.

Since 1994, Phil has received eleven certifications in subject matter expertise, covering many personal and organizational skills. Importantly, client referrals account for over 75% of Projectivity Solutions' clientele, demonstrating the organization's reputation for delivering exceptional service.



business insight and compassion. Finally, this program's advanced leadership modules include conflict transformation and key person acquisition.

The Pandemic

Similar to many other companies, the pandemic had a significant impact on Projectivity Solutions. Projectivity and Phil's momentum were hindered as nearly 95% of client engagements were in person. As a result, video conferencing became the preferred mode of communication. This significant transition prompted Phil to reevaluate the engagement process of Projectivity Solutions and integrate new technologies to achieve desired outcomes. With the elimination of travel time, he soon recognized that his effective contact time had increased while also realizing the potential for expanding into new markets.

The Key USPs

Projectivity provides holistic, practical solutions to small and growing businesses customized to their needs for balanced growth. Unlike other consulting firms, Projectivity Solutions adopts a research-based approach using the adult learning model, structured in three stages. Each engagement has a learning rhythm beginning with pre-meeting videos introducing foundational concepts. Next, during team meetings, clients use a content binder containing reference materials, worksheets, and templates reinforcing the application. Finally, post-meeting discussions, material refinement exercises, and implementation are included in each workshop design.

Tackling Initial Challenges

Phil acknowledges that his most significant error was his need for business finance knowledge. His primary focus