

COVER STORY

PROJECTIVITY

SOLUTION, INC.

ACCELERATING ORGANIZATIONAL PERFORMANCE

PHIL BRISTOL, CEO



For a business to succeed, much more goes on than is visible outside. Passion and vision aside, it takes a lot of planning, competitive analysis, upgrades, and forethought to stay successful and move ahead. However, the core leadership often focuses on developing its products/services and needs more time and resources to handle these crucial yet unassuming tasks.

This is where Projectivity Solutions steps in to empower small business owners and their teams to thrive and significantly impact clients' lives. Projectivity Solutions increases business value by identifying and eliminating the unseen obstacles that adversely affect client satisfaction and productivity.

Focused Solutions

Projectivity Solutions' service focuses on the number of employees rather than earned revenue. The company is oriented toward non-profit and for-profit companies with fewer than 500 employees. Over 30 years of research have shown Projectivity Solutions that small to mid-sized companies can be classified into seven stages of growth driven by the number of employees. Each stage has unique profit, business process, and staff requirements.

Projectivity's uniqueness is providing integrated solutions appropriate to a client's growth stage. They build people; relationships; high-performing trust-based cultures. Unlike other organizations, Projectivity Solutions uses over 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.

Core Offerings

The current core offerings are:

Enterprise Foundation Program:

Focused on Fast Results

Projectivity grows in-depth solutions that are uniquely configured to a company's business. They approach a business as a dynamic, living system filled with interrelated elements. They craft 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

Projectivity 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 business area.

Exceptional Manager Program: Working ON the business, not working IN the business.

Moving from DOING to CRITICAL THINKING. The 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 business acumen and compassion. Finally, this program's advanced leadership modules include conflict transformation and key person acquisition.



Leading from the Front

Projectivity Solutions is a total solutions provider for small to mid-sized companies. As the founder, Phil Bristol's focus was providing project management schedules to custom home builders in the Palo Alto, California, area. Phil's experience spans over 35 years, with a focus 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.

The subsequent growth of Projectivity provided Fortune 500 companies with project and program schedules for on-time product delivery. Leadership development became the next level of integrated services providing assessments and training for organizations, leaders, and teams.



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The COVID pandemic brought in-person services to a stop. They quickly began client engagements using collaboration tools such as Zoom, Padlet, and Teams. An unanticipated benefit was to expand their market reach to Europe, Africa, and India. Consequently, there is less travel-related time and connection with clients and teammates.

Technology-enabled innovation is the essential core of Projectivity Solutions' integrated services. SOS... is the operative framework for their service design and integration.

Simplification – to effectively deliver solutions that can be easily understood and applied.

Optimization – to make the best use of available resources.

Standardize – to provide services in a regularly consistent approach.

Addressing the Challenges in the Industry

The overarching challenge is creating a foundation of trust-based behaviors that becomes the organizational standard. Two elements are necessary, clearly stated operational and behavioral expectations. Key components from the functional perspective are well-defined processes, position

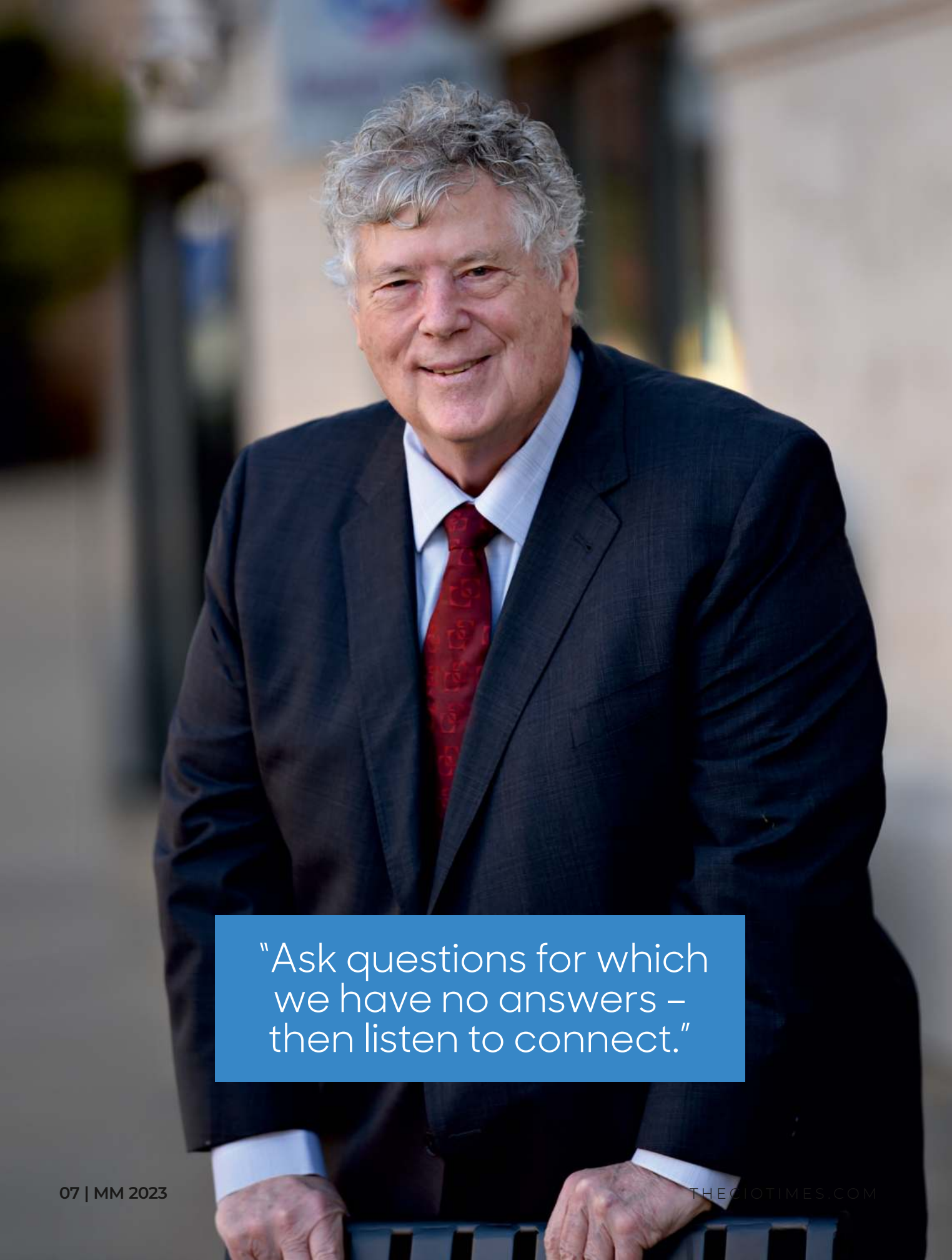


role sheets, and key process indicators (KPIs). Behaviourally, implementing Brand and Core values is the foundation for starting trust-based behaviors.

Additionally, individual and team experiences can be enhanced using reflective assessments for personal and team growth. Arbinger's Outward Mindset, Target Training International's DISC, Driving Forces, and EQ assessments provide individual and organizational growth opportunities. Company leadership sets the example by demonstrating these skills among each other and with the staff.

Typically, consulting starts with key personnel interviews to identify the challenge and impacts on the company. Projectivity Solutions' five-step engagement process begins with Discovery. This phase includes reviewing existing procedures and records, key person interviews, and proprietary assessments. The second step, Realignment, is a collaborative conversation where the root causes are identified and action priorities determined. The root cause and the appropriate solution are the implementation phase's foundation.

An owner often takes action to resolve a symptom instead of the root cause and selects a subject matter expert as a solution provider. This creates a dual problem; 1) time and energy should be allocated to identifying and solving the root cause. 2) consultants take a primary role; consequently, knowledge and skills are kept from the company culture.



“Ask questions for which we have no answers – then listen to connect.”

Embracing Diversity

Diversity by design is the approach at Projectivity Solutions. A high-performance organization has diversity at its core. Teammates are determined by selecting the best-qualified person based on several components. 1) Position benchmark, 2) position role sheet, 3) matching behaviors and motivated abilities, 4) key process indicators, and 4) regular performance conversations.

High performance is sustained by interactive training events using partner tools such as Arbinger's Outward Mindset and Inclusion, Target Training International's DISC, Driving Forces, and Emotional Intelligence (EQ), CreatingWE Institute's Conversation, and TRUST Catalyst assessments.

Accolades and Caring for the Society

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 The Gathering Inn (TGI), a multifaceted, multi-location agency serving over 185 homeless men, women, and children in Placer County through programs at four locations. Phil personally provided his services as a Leadership Development Mentor and Strategic Planning. The affiliation with these charities has increased outreach to people in need. “A hand up, not a handout.”

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.

Phil 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.

Certificates and Awards

- Management Consultant – CMC, Institute for Management Consultants
- Project Management Professional – PMP, Project Management Institute
- Project Management Scheduling Professional – PMI-SP, Project Management Institute
- Professional Behavioral Analyst – CPBA, Target Training International
- Emotional Intelligence Analyst – CEQA, Target Training International
- Driving Forces Analyst – CDFA, Target Training International
- Hartman Dimensions Analyst – CHDA, Target Training International
- Axiology Analyst – CAA, Price & Associates
- Neuro-Linguistic Programming Practitioner – NLP, NLP Institute of California
- Conversation-Intelligence Coach – CreatingWe Institute
- Arbinger Leadership Coach – The Arbinger Institute
- Arbinger Facilitator – The Arbinger Institute
- Transformation Facilitator – The Arbinger Institute
- Stages of Growth Strategist – Target Training International & Rewild Group

For the coming years, Phil says, “Projectivity Solutions will continue serving small to mid-sized organizations with less than 500 employees expanding services in Europe and India. We will expand our service offerings by recruiting performance-proven talent.”