

projectivity solutions, inc.  
*accelerating organizational performance*



**10 BEST  
COMPANIES  
TO WATCH  
2023**  
SUCCESS KNOCKS  
BUSINESS MAGAZINE

**PHIL BRISTOL**  
FOUNDER, MANAGING PRINCIPAL

## CLIENT-CENTRIC COMPANY FOCUSING ON SMALL AND MID-SIZED COMPANIES THROUGH DEFINED DELIVERY PROCESSES

# PROJECTIVITY SOLUTIONS

**B**eginning in 1990, Projectivity Solutions offered independent builders in the California Bay Area unique house development project designs. Project scheduling for Silicon Valley high-tech firms was the following stage. Project management offices for Fortune 500 clients and complicated programme management were added to the project management services in 1994.

Projectivity Solutions, regarded as the foremost authority in accelerating organisational performance, offers coaching, mentoring, and leadership development to CEOs and their teams, empowering them to work more productively and profitably.

Their expert services mix necessary knowledge and abilities with a method of operation that boosts organisational effectiveness. Performance studies have shown that services improve organisational performance by boosting profitability, lowering operating costs, enhancing product quality, enhancing customer service, luring and keeping highly motivated employees, and fostering cooperation at all organisational levels.

By fusing specially created behaviour-based solutions with improved business procedures and processes, the amazing team at Projectivity Solutions helps you improve results in your company. The end result is a special programme that successfully raises the distinctive culture of your business. This is intentional leadership and performance improvement.

## BUILDING THE BRAND

Many consulting-focused businesses focus on providing services to publicly traded companies with a staff of more than 500 people. The cost-effective solutions offered by Projectivity Solutions significantly lowered the small business mortality rate. According to measurements for the small client market, 20% of small enterprises fail in their first year of operation, 30% fail in their second year, and 50% fail after five years. In their tenth year, 70% of small business owners fail.

## THE TECHNOLOGICAL ADVANCEMENT

Projectivity Solutions swiftly adapted to online client engagements after starting with COVID isolation. To maintain interactive session participation, several improvements were required. The meeting's communication was supported via Teams and Zoom. The group then planned each discussion for at least an hour or two. Small group discussions were a regular part of the meeting rhythm, using breakout spaces and collaboration tools like Tablets. These capabilities become an unexpected benefit of economically expanding the customer base and cutting down on trip costs and time.

## BRINGING CHANGE INTO THE MARKETPLACE

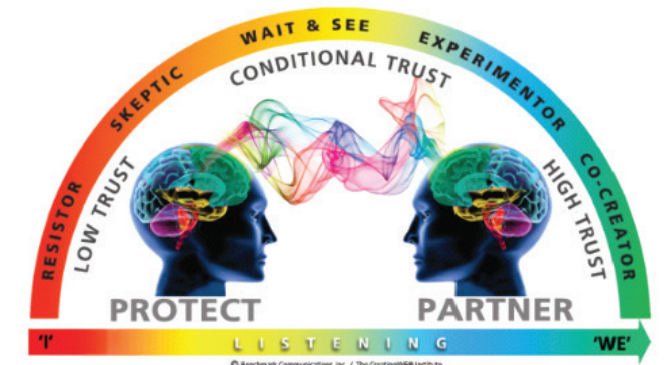
Classroom, small group, or one-on-one instruction are all options for Projectivity Solutions' services. Face-to-face communication is the most efficient way to interact with our target market.

Projectivity Solutions, an integrated service provider, offers a comprehensive corporate evaluation followed by a realignment discussion to ascertain the precise demands. Projectivity Solutions evaluates a company's strategy, operational capabilities, organisational structure, and team dynamics to suggest a course of action using Fisher's seven phases of the growth model.

Their streamlined approach, collaborative style, and knowledge of small and mid-sized businesses offer a realistic way to strengthen a business and impart

real-world knowledge to the personnel. Consequently, a business is more robust, and its staff develops cooperative relationships with customers and other employees.

## FOCUSING ON SMALL AND MID-SIZE COMPANIES



Palmer Electric (not the actual company name), a multigenerational construction firm with three departments and 150 employees, was stuck in a leadership impasse as it built multi-residential housing and lit airport runways. Since the last business management meeting three quarters prior, confidence was low, and there was strife among departmental personnel. Notably, despite continuing solid client connections, revenue had stagnated at \$15M

During the discovery and realignment process with the CEO, it was determined that department staff-to-leader trust was equally challenging and vital. Leadership started recognising and embracing how differences were strengths as understanding and trust levels rose through the use of communication and emotional intelligence evaluation. Next was creating the business's initial strategic plan. The next obstacle to a partnership attitude was the unwillingness to work jointly on a new strategic planning skill.

The five essential activities for growth were identified in the company's strategic plan, which also established the vision, mission, and company values. Now that their team was fine and the "other teams" actions were being observed, the leaders started a period of wait-and-see conditional trust. The second



crucial interaction involved conflict transformation and the development of an outward mindset. All organisational-level managers received a transfer of role definition and performance capabilities from these two interactions. Refraining from conducting or documenting performance talks in prior years was customary. The supervisor and employee currently conduct quarterly performance reviews focusing on improving performance.

Palmer Electric has regional clients and is a \$575 million successful business today. Each team member knows where the firm is headed, how they fit in to achieve outcomes, and what degree of performance is required. The company culture is based on trust and commitment. Every team member has an action plan with KPI metrics that sets a common course.

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## CONCLUSION

Building the advisor team, upgrading and streamlining the strategic planning process, and continuing to serve new geographic markets are all things Projectivity Solutions will do in 2023.

The staff at Projectivity Solutions views each client engagement as a serious partnership built on trust, honesty, and a steadfast dedication to helping the clients achieve the exact outcomes they have indicated they can help them succeed.

The group will not intentionally make any claims regarding its members' credentials, experience, expertise, work products, services, or outcomes that are false or deceptive.

They will try to avoid any conflicts of interest that may exist between them and their client ties, known or unknown. The team at Projectivity Solutions will always be transparent about any such conflicts.

Every client engagement is a serious collaboration for Projectivity Solutions, built on trust, openness, and an unrelenting dedication to assisting customers in achieving their individual goals. They are wholly committed to providing the services, and they are confident that every client will be happy with the results for their company or organisation.