

Phil Bristol

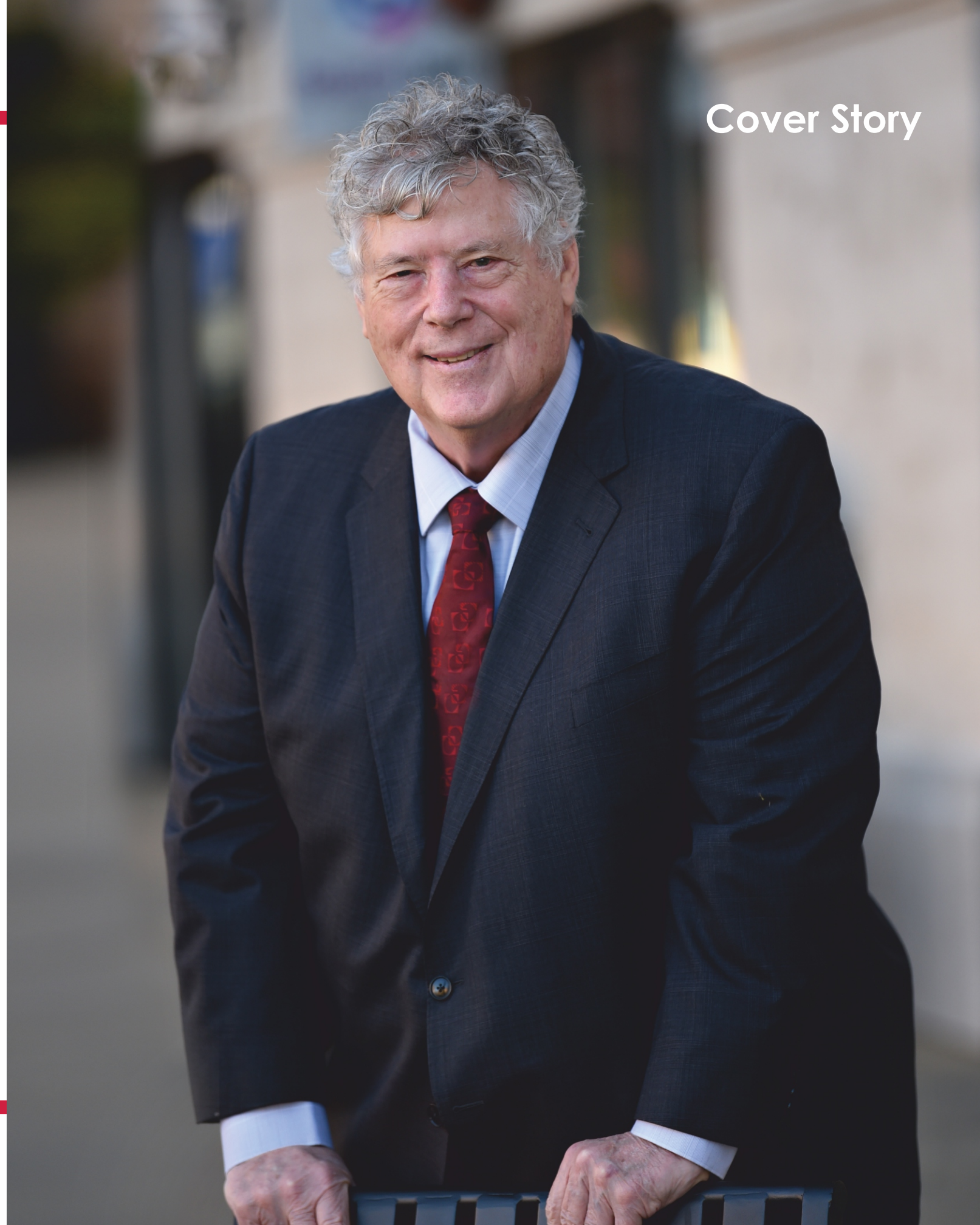
Empowering Projectivity Solutions
towards Success

Phil Bristol | CEO

Projectivity Solutions

With the current dynamic of modern commerce and the rapid evolution of industries, the imperative for visionary leaders has never been more pronounced. These leaders are not just captains of enterprises; they are architects of transformation, wielding foresight and strategic prowess to navigate through complexity and propel their organizations toward success. In an era characterized by technological leaps and boundless market shifts, the presence of these leaders serves as a guiding star, illuminating the path to innovation and growth.

Amid this landscape, Phil Bristol, CEO of Projectivity Solutions, emerges as a paragon of visionary business leadership. With a career spanning decades, his mastery encompasses leadership, project management, and IT. Under his guidance, Projectivity Solutions thrives as a comprehensive strategic partner, unraveling hidden challenges and fostering trust-based growth.



Cover Story

projectivity solutions, inc.

accelerating organizational performance

Accomplished Journey & Entrepreneurial Feats

With a professional journey over three decades, Phil has honed his leadership, project management, and information technology expertise. His track record is marked by successfully conceiving, marketing, developing, and executing groundbreaking solutions for public and private sector clients. Phil's global renown stems from his adeptness in strategic planning, business process re-engineering (BPR), enterprise-wide project management, conflict transformation, and leadership development.

In his capacity, Phil works in close collaboration with boards of directors, executives, leaders, high-potential individuals, and teams to enhance their effectiveness, influence, and bottom-line performance. He derives immense satisfaction from aiding organizational leaders in elevating their enterprises and fostering the growth of their staff to their utmost potential. Phil's trajectory commenced after his tenure in the US Army concluded in 1984. He transitioned into the role of a strategic systems consultant for an international pharmaceutical firm, later ascending to the position of manufacturing systems manager. These experiences paved the way for the establishment of Projectivity Solutions, Inc.

Educationally, Phil holds an undergraduate degree from the University of Nebraska and a graduate degree from the University of Northern Colorado. He further pursued his master's education at the University of Southern California, and his instructive impact extended to adjunct faculty appointments at institutions such as the Florida Institute of Technology, San Jose State, and St. Mary's College. At these academic junctures, Phil imparted his knowledge in leadership, project management, and strategic planning at the graduate and undergraduate levels.

Unveiling Business Potential

Projectivity Solutions emerges as a comprehensive provider of strategic solutions dedicated to enhancing overall business value by unveiling and rectifying hidden challenges. Phil articulates their ethos: "We construct individuals, foster relationships, and cultivate high-performing cultures built on trust." Guided by his expertise, the company propels businesses and high-value personnel to new heights, employing a multi-faceted methodology that scrutinizes business, relational, and financial dimensions.

At the core of Projectivity Solutions lies a model fortified by over 130 years of peer-reviewed scientific research. This model pivots on the potency of asking the right questions, serving as the foundation for its approach. The journey begins with four exclusive assessments – Business X-ray, Relationship X-Ray, Financial X-Ray, and Mindset X-Ray. These assessments offer a brief snapshot of a business's culture and performance vis-à-vis peers at the same growth stage. The aim is to pinpoint and actualize the fundamental components of fostering a unified, trust-centric team. Simultaneously, these assessments address interlinked business and financial requisites through a progressively designed process.

Entrepreneurial Responsibilities & Vision

Phil embodies a two-fold responsibility – towards the company's personnel and client leaders. His tenure spanning the initial decade of the business has been marked by aiding CEOs and pivotal executives in articulating their organizational missions, streamlining processes, and fostering high-performing teams using the distinguished methodologies of Projectivity Solutions. At the core of Projectivity Solutions lies a compelling organizational mission: enhancing business value by identifying and eliminating latent obstacles that detrimentally impact client contentment and productivity. The central thrust of this mission is to accelerate organizational performance through a systematic approach that integrates culture, human relationships, work processes, and strategic blueprints.

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PHIL BRISTOL

Company: Projectivity Solutions

Designation: CEO

Leadership Philosophy:

At Projectivity, effective management balances strategic direction and a comprehensive Enterprise Program encompassing strategy, culture, infrastructure, and leadership. This is achieved through key processes such as business development, planning, organizational structure, master processes, and KPIs. Leadership, communication, time management, negotiation, team dynamics, and critical thinking skills are crucial for delivering quality customer experiences within time, scope, and cost constraints.



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Embracing his mission daily, Phil aspires to kindle the brilliance latent within individuals by crafting pragmatic solutions born from a lifetime of learning. His modus operandi hinges on authenticity and transparency, carried out with a serene heart. A fusion of integrity, accountability, and inventive collaboration govern his approach, while an undercurrent of compassion forms the bedrock of his connections with others.

The essence of Phil's leadership lies in igniting a fervor within leaders to pave the way for the flourishing of those they lead. Projectivity Solutions extends its collaborative services to a diverse spectrum of for-profit and non-profit organizations, boasting a staff complement of up to 500 employees. The clientele spans geographical boundaries, encompassing the United States, Europe, and India.

By employing comprehensive assessments, Projectivity Solutions provides a framework to assess organizational complexity objectively. This assessment empowers CEOs to discern the strengths and challenges influencing customer experience and service quality. This systematic approach cultivates a shared vocabulary and experience among the leadership cadre and employees.

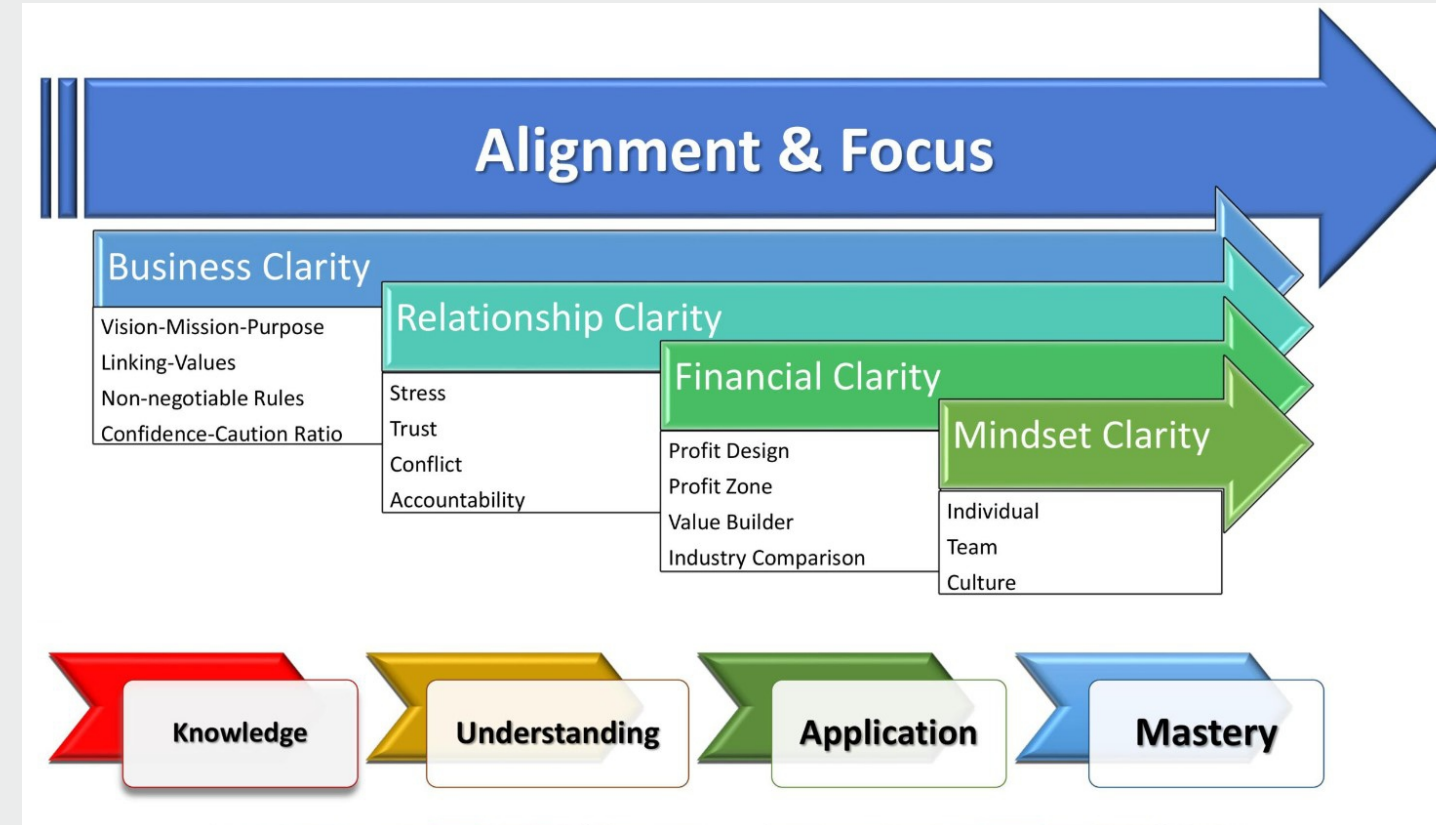
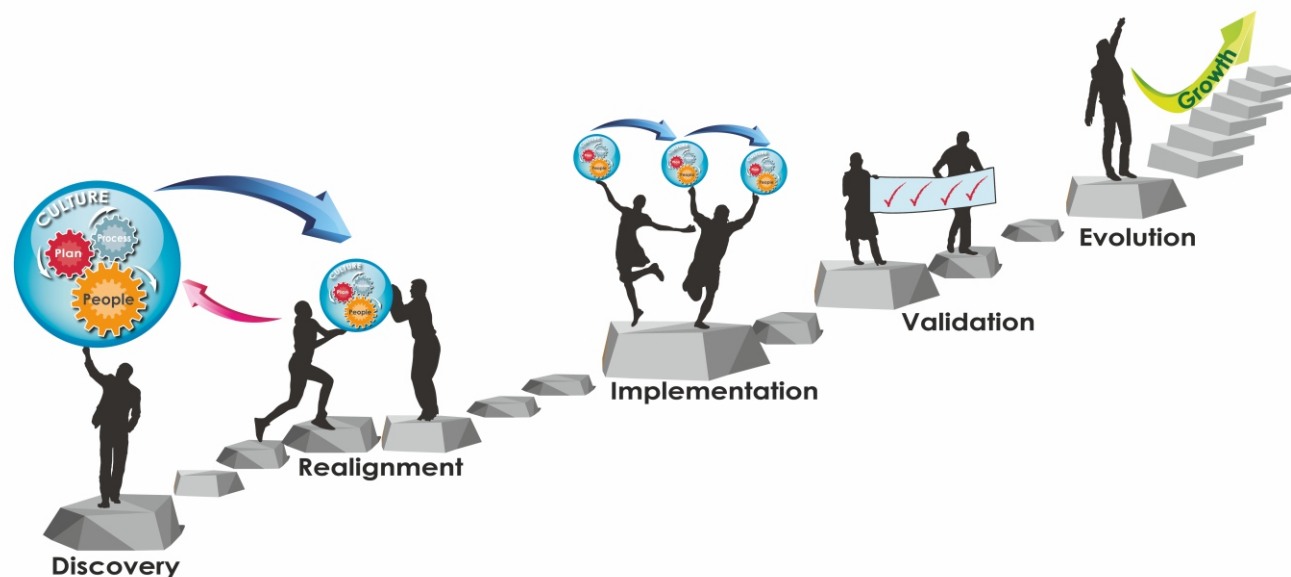
Navigating Early Challenges

In its initial stages, Projectivity Solutions encountered a series of formative challenges that Phil reflects upon. These hurdles illuminated critical areas warranting attention:

One of the foundational lessons learned was centered on understanding business financials. Initially focusing on revenue generation, the company discovered the significance of net operating income as a sustainable foundation. This realization highlighted the need to balance revenue and retained funds.

Additional challenges included the absence of well-documented service processes, underlining the importance of clarity and consistency in operations. The journey toward cohesive team collaboration unveiled the necessity of effective communication within a team with diverse experiences and communication styles. Seamlessly integrating services also emerged as a hurdle, leading to the refinement of collaborative service provision.

From these challenges, Projectivity Solutions emerged with a fortified perspective, emphasizing the value of comprehensive financial understanding, structured processes, informed staffing decisions, and a bedrock of diverse skill sets and communication styles.



Elevating Businesses through Integrated Programs

Projectivity Solutions embarked on a transformative journey when its diverse service offerings merged into an integrated design. By amalgamating the principles of people development, relationship nurturing, and trust-driven cultures, the company initiated a trajectory of growth that set it apart. Distinguishing itself from its counterparts, Projectivity Solutions harnessed a rich heritage of 130 years of scientific research. This foundation enabled the company to gather invaluable client insights objectively, employing focused "X-Rays" targeting four critical domains: business operations, relationships, financial performance, and mindset.

The company's cornerstone offerings include:

1. Enterprise Foundation Program

Focusing on rapid results, Projectivity Solutions crafts tailored, in-depth solutions attuned to a company's unique characteristics. This approach treats a business as a dynamic, interconnected system, identifying pivotal elements for infusion and prioritization. This personalized solution creation cultivates agility and responsiveness.

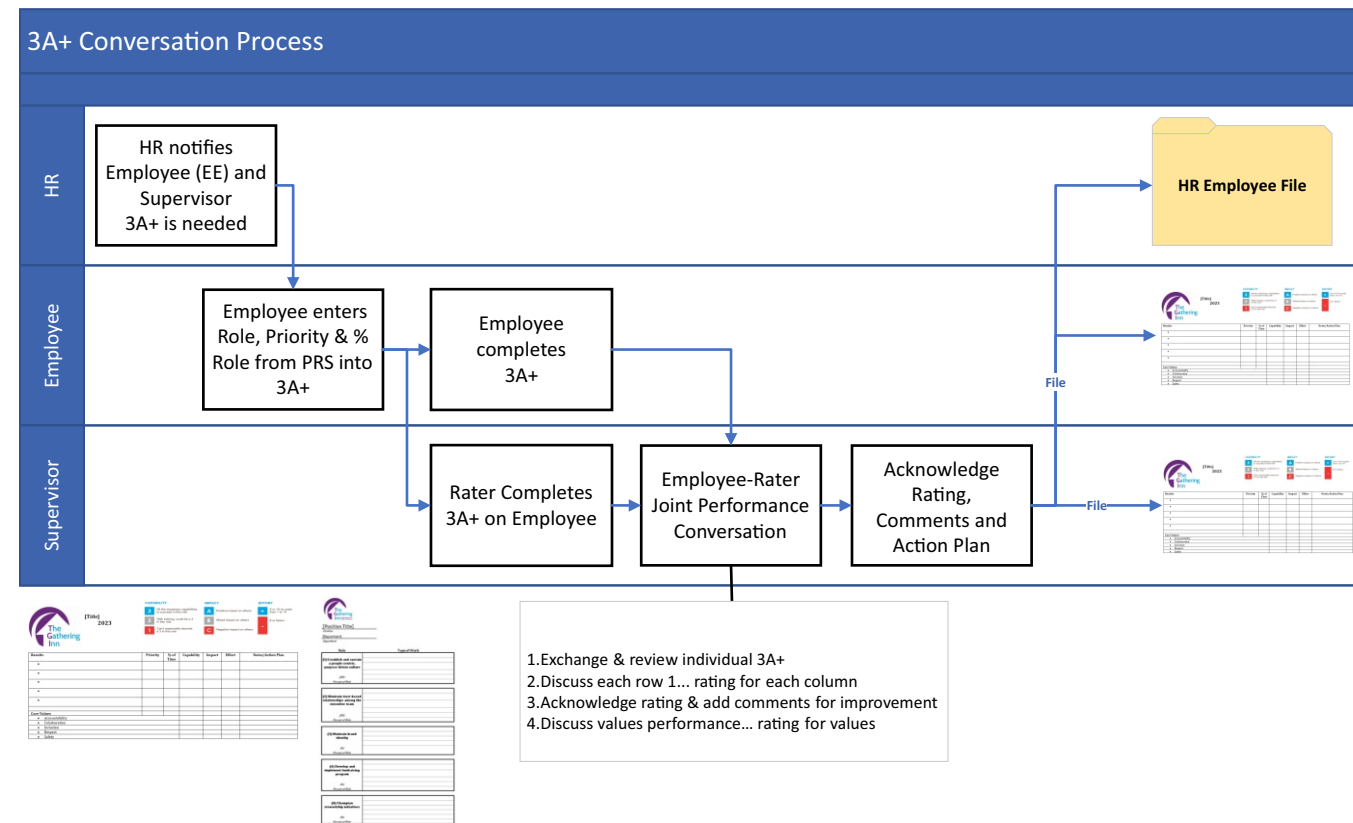
2. Exceptional Enterprise Program

Guiding enterprises from a reactive to a focused state, this program employs the Stages of Growth™ methodology. Identifying and integrating essential components into the business ecosystem drives the development of highly functional, immensely profitable organizations. The program's 11 components correspond to targeted engagements, amplifying specific business facets.

3. Exceptional Manager Program

Shifting from operational involvement to critical thinking, the Exceptional Manager Program is a transformative year-long learning journey. It shapes management teams into the resilient backbone of extraordinary companies. This program nurtures the capacity to lead with strategic foresight and adaptability.

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4. Exceptional Mindset Program

Fostering a cultural shift from individualism to collectivism, this program champions an outward mindset. This perspective underpins sustainable growth and performance, bolstering collaboration and overall success. A leader's embrace of an outward mindset cascades into leadership style, team dynamics, innovation, and harmonious collaboration.

5. Exceptional Leader Program

This program seamlessly blends self-mastery skills with advanced leadership abilities, optimizing team potential through trust-based relationships. Anchored in the transition from control to influence, the program champions a collaborative culture that harmonizes business acumen with compassion. It encompasses conflict transformation and key personnel acquisition, representing a pinnacle of leadership advancement.

Performance Framework & Engagement Process

Projectivity Solutions thrives on its Performance Framework, cycling through relationship, direction, and work dynamics. This interplays with the culture triad of people, processes, and plans, culminating in exceptional customer experiences and increased profitability.

The Engagement Process orchestrates Projectivity Solutions' impact in five stages: Discovery, Realignment, Implementation, Validation, and Evolution. This process guides clients towards growth, from insights to tangible actions, fostering continuous enhancement.

Strategic Success Blend

Projectivity Solutions' enduring triumph is rooted in its skillful fusion of 'What' and 'How.' The Exceptional Enterprise Program embodies this synergy, encapsulating knowledge, skills, and processes. Within this framework, the Brand & Core Values aspect shapes a resonant identity, the One-on-One Process tailors solutions, and adept Business Development ensures expansion without compromising ethos. This strategic balance, blending resources, and implementation adeptly fuel the company's sustained success.

Transforming With Expertise and Efficiency

Projectivity Solutions specializes in non-profit healthcare organizations with under 500 staff, seamlessly merging medical excellence and vital business practices to enhance service and financial stability. Projectivity Solutions empowers growth and exceptional care by bridging the gap between medical prowess and operational effectiveness. Moreover, the company advocates for healthcare digitization, fostering streamlined operations and improved patient experiences, advancing its commitment to healthcare innovation.

Accomplishments & Passion

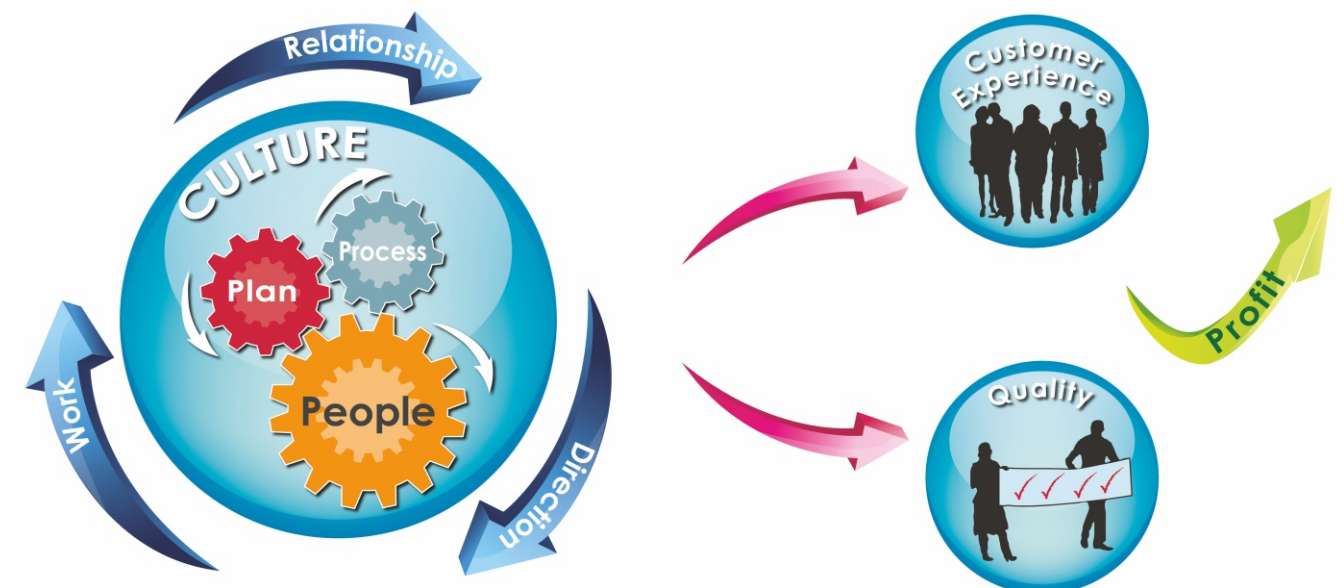
Phil's accomplishments span beyond education, earning him recognition as a Stages of Growth Strategist, Certified Management Consultant (CMC), Credentialed Project Manager (PMP), Credentialed Scheduling Professional (PMI-SP), Certified Professional Behavioral Analyst, Certified Professional Motivators Analyst, Certified Professional Hartman Dimensions Analyst, Certified Professional Emotional Quotient Analyst, Certified Arbing Executive Coach, Certified Arbing Facilitator, and member of the Institute of Management Consultants.

Away from professional endeavors, Phil indulges his passion for exploration through scenic road trips along the western coast, uncovering hidden towns, sites, and culinary

delights. His voracious reading appetite spans fiction and professional literature, with his Kindle serving as a repository of his diverse literary interests. Underpinning Projectivity Solutions' journey embodies the principles the company shares with its clients – a mantra encapsulated in the phrase "We drink our champagne." Regular evaluations of internal processes, client engagement strategies, and tools exemplify the company's commitment to perpetual growth and refinement.

Core Values & Ethical Commitment

Projectivity Solutions embraces a set of core values that underpin its ethos and operations. Guided by a spirit of innovation and excellence, the company leads the way by continuously seeking improved methods and striving for excellence. The company's dedication to facing significant challenges head-on is underscored by its consistently delivering remarkable results. This unwavering passion fuels its journey, ensuring the company consistently upholds its commitment to doing what's right. Openness, honesty, and fairness form the bedrock of its interactions, where integrity takes precedence over expedience. Furthermore, Projectivity Solutions takes responsibility for fostering an environment that empowers people, challenges norms, and drives inventive solutions. It aims to achieve perfection from the outset and watch for each other's welfare through mutual respect and support.



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Projectivity Solutions adheres to a robust Code of Ethics that underlines its commitment to clients and professionalism. Every client relationship is viewed as a dedicated partnership founded on respect, honesty, and an unswerving commitment to achieving the promised results. Trust, honesty, and credibility are paramount, with accurate representation of qualifications, expertise, and results being the company's ethical mandate. Conflicts of interest are managed transparently, with immediate disclosure and the option to withdraw from a client engagement if conflicts arise. The company's professional conduct involves transparently outlining proposed services to ensure clarity, and confidentiality is a sacred commitment. Projectivity Solutions' financial arrangements for service delivery are solely based on "fixed price for specific results" agreements, ensuring clients are well-informed before project commencement.

Nurturing & Fostering Team Dynamics

At the heart of Projectivity Solutions' effectiveness is carefully selecting team members, guided by detailed position role sheets outlining 3-5 pivotal outcomes crucial for company triumph. The company's recruitment process includes:

- Experience evaluation
- Collaborative team interviews
- Alignment with role responsibilities
- A performance-oriented assessment

The uniqueness of Projectivity Solutions' team stems from its holistic methodology, mirroring the strategies it employs for client engagement and performance enhancement. Every team member undergoes the same comprehensive

organizational, interpersonal, and team assessments that it deploys to foster collaboration and efficiency among its clients.

Leveraging technology, particularly Zoom, has enabled the company to maintain real-time connectivity despite the geographical dispersion of team members across multiple states and continents, such as Europe, India, and Africa. While the pandemic necessitated the suspension of the company's in-person conferences, it is poised to reinstate these valuable gatherings in the spring of 2024.

Iterative Improvement Process

To take a step forward, Projectivity Solutions regularly assesses its engagement offerings. These assessments occur biannually or at the end of an engagement cycle. Through collaborative efforts and valuable client feedback, areas for refinement are identified, ensuring constant improvement. An integral focus lies on seamlessly integrating program offerings and the practical implementation of processes and templates. Furthermore, a trio of Projectivity Solutions assessments gauges client knowledge before engagement, at its culmination, and six months post-engagement.

Advice for Aspiring Entrepreneurs

Phil offers succinct counsel to emerging entrepreneurs:

- Foster creativity and excellence by serving others and nurturing positive relationships.
- Listen actively, creating neutral spaces for exploration, and ask questions without preconceived answers.
- Collaboratively innovate to elevate trust and co-create transformative solutions.