

PROJECTIVITY SOLUTIONS, INC.



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In 1990, Phil Bristol embarked on a journey to transform businesses by founding Projectivity Solutions, Inc., with a singular mission: to help organizations accelerate their performance. From its inception, Projectivity Solutions has been a beacon of strategic clarity, streamlined operations, and leadership development, helping businesses elevate their performance, productivity, and profitability. With over 35 years of growth and innovation, Projectivity has become a global leader in project management solutions, expanding its offerings to cover not just project management but also strategic planning, business process improvement, leadership development, and organizational culture.

A FOCUS ON SMALL BUSINESSES

Originally serving Fortune 500 companies, [Projectivity Solutions](#) began with a specialized focus on project management for technology firms in the California Bay Area. However, in the mid-2000s, the company shifted its focus to small businesses with fewer than 500 employees, recognizing that these organizations often needed targeted, scalable solutions to drive sustainable growth. Today, Projectivity Solutions operates globally, serving clients across the United States, Europe, and India, and continually adapts its services to meet the evolving needs of small businesses.

The company's innovative approach to organizational growth integrates key areas such as strategic planning, leadership development, and organizational culture into one comprehensive package. Through specialized assessments, Projectivity evaluates the complexity of organizations, helping CEOs and leaders identify strengths and weaknesses that affect customer experience and service quality. This systematic approach fosters a unified understanding of business challenges, empowering teams to address the root causes of inefficiency and underperformance.

A DATA-DRIVEN, RESULTS-ORIENTED APPROACH

At the core of Projectivity's success is its ability to combine over 130 years of scientific research with practical, hands-on business solutions. The company employs a unique methodology that involves conducting diagnostic "X-rays" to assess various facets of business performance. These X-rays focus on four critical areas: business operations, relationships, financial performance, and mindset. This data-driven approach provides clear, objective insights into how an organization can operate more efficiently, develop stronger relationships, and improve financial performance. Projectivity Solutions' programs, such as the Enterprise Foundation Program and Exceptional Leader Program, are designed to tackle these challenges head-on.

By using assessments and evaluations, the company pinpoints hidden factors that may be hindering an organization's growth and leadership effectiveness. For example, many businesses are unaware of the eight hidden agents that limit organizational performance, which Projectivity identifies through its proprietary assessments. Once these obstacles are named and understood, organizations are better equipped to address them directly, driving improvements across the board. One of the key differentiators for Projectivity is its holistic approach.

While many competitors may only focus on one aspect of business, Projectivity integrates people development, relationship management, and trust-building practices to create a comprehensive solution. The goal is not just to provide temporary fixes but to help businesses develop lasting, systemic improvements that will foster long-term success.

INNOVATING AND ADAPTING IN A CHANGING WORLD

In the ever-changing world of business, staying ahead of industry trends is essential for success. Projectivity Solutions has embraced innovation to ensure its offerings remain at the cutting edge. The company has been quick to adopt new technologies and methods that enhance its ability to deliver value to clients. For example, despite the challenges posed by the COVID-19 pandemic, Projectivity leveraged advancements in telecommunications technology to maintain client engagements and even expanded its reach to new international markets, including Europe and Asia. In addition to embracing new technologies, Projectivity Solutions prioritizes continuous improvement.

The company regularly assesses its engagement offerings and seeks client feedback to refine and enhance its services. This iterative improvement process ensures that the company's solutions are always evolving to meet the unique needs of each client, whether they are just starting to grow or are preparing to scale further.

BUILDING A CULTURE OF COLLABORATION AND EXCELLENCE

At the heart of Projectivity Solutions is its team. The company fosters a collaborative and inclusive work environment, where team members come together to create innovative solutions that drive client success. Despite being geographically dispersed, the team stays connected through virtual meetings, brainstorming sessions, and collaborative tools such as MindManager and Padlet, which enable real-time cooperation. This dynamic environment encourages the exchange of ideas, promoting innovation and problem-solving. Projectivity's culture is grounded in transparency, mutual respect, and a commitment to excellence.

Employees are encouraged to contribute ideas, participate in knowledge-sharing sessions, and take part in regular seminars and conferences. By maintaining a strong focus on continuous learning and growth, the company ensures that its team stays ahead of industry trends and can provide clients with the latest insights and strategies.

COMMITMENT TO CLIENT SUCCESS

The foundation of Projectivity Solutions' success lies in its commitment to helping clients achieve their goals. Through a combination of assessments, strategic planning, and leadership development programs, the company empowers small businesses to enhance their operational efficiency, increase productivity, and achieve lasting success. Projectivity's customized solutions are designed to address the unique challenges faced by each client, ensuring that they receive the support they need to grow and thrive. One area where Projectivity truly excels is in its approach to helping businesses understand their value.

Studies show that nearly 98 percent of business owners have no clear understanding of what their company is worth or how to increase its value. Projectivity Solutions helps leaders identify the factors that impact their company's worth and provides data-driven insights to guide strategic decisions. By aligning leadership teams and focusing on objective performance data, Projectivity helps companies plan for the future, whether they are looking to expand, exit, or sell.

LOOKING TO THE FUTURE

As Projectivity Solutions looks ahead to 2025 and beyond, the company plans to expand its strategic planning services and deepen its engagement in Europe and India. A major new initiative will be the launch of "The Business Mechanics" podcast series, which will offer valuable insights on business strategy, leadership, and organizational growth. The company is also planning to create a mentor advisory team to further support its clients' growth journeys. Projectivity's ongoing success is driven by its dedication to providing exceptional value to its clients.

By focusing on results, fostering innovation, and maintaining a strong, collaborative culture, Projectivity Solutions is poised to continue leading the way in helping small businesses grow and achieve their full potential.

CONCLUSION

Over the past three decades, Projectivity Solutions has evolved from a project management consultancy to a comprehensive provider of business solutions that encompass strategy, leadership, and organizational culture. Through its data-driven, holistic approach, Projectivity has helped countless businesses overcome their challenges and unlock new growth opportunities. With a commitment to innovation, collaboration, and client success, Projectivity Solutions is well-positioned to continue making a lasting impact on the business world for years to come.