

# THE SILICON

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## MAGAZINE

projectivity solutions, inc.  
*accelerating organizational performance*

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# PROJECTIVITY SOLUTIONS: REVOLUTIONIZING SMALL BUSINESS GROWTH WITH STRATEGIC INNOVATION

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In a fast-paced world where the rules of business are continually evolving, Projectivity Solutions is a company that has emerged as a powerhouse for growth and transformation in the small business sector. Founded on the belief that small businesses have the potential to create outsized impacts on communities and the economy, Projectivity Solutions takes a holistic approach to consulting that goes beyond traditional methods. With an ethos rooted in empowerment and continuous improvement, Projectivity Solutions is more than a consulting firm—it's a dedicated partner in driving meaningful growth and fostering high-performing, resilient organizations.

## **The Compass of Projectivity Solutions**

The journey to success is one that requires vision, purpose, and adaptability. Projectivity Solutions' guiding principles are encapsulated in its clear vision and mission, which emphasize empowerment and operational excellence.

The vision of Projectivity Solutions is to empower small business owners and their teams, enabling them to thrive and make meaningful impacts in their clients' lives. This vision extends beyond immediate gains; it's about fostering a culture where businesses can be agile, responsive, and deeply impactful.

Projectivity Solutions' mission is to increase the value of small businesses by identifying and dismantling the unseen obstacles that hinder client satisfaction and productivity.



Through strategic intervention and an unwavering focus on accelerating organizational performance, Projectivity Solutions creates a pathway for businesses to reach their full potential.

Projectivity Solutions is dedicated to supporting companies with fewer than 500 employees. By focusing on the unique needs of small and mid-sized organizations, Projectivity Solutions offers customized solutions that are not only practical but also scalable, ensuring growth that is sustainable and aligned with each client's vision.

## **Decades of Leadership Expertise, Phil Bristol Elevates Enterprises Worldwide**

Phil Bristol's name resonates across boardrooms and classrooms alike, embodying a powerful legacy in leadership, project management, and information technology. With a professional journey spanning over three decades, Bristol has carved a niche for himself, seamlessly blending visionary strategy with practical execution. His track record shines with groundbreaking solutions conceived, marketed, developed, and executed to drive success for public and private sector clients. Bristol's expertise has earned him a global reputation, especially for his mastery in strategic planning, business process re-engineering, enterprise-wide project management, conflict transformation, and leadership development.



Collaborating closely with boards, executives, and teams, Bristol is known for empowering high-potential individuals and guiding organizations to new heights. His dedication to enhancing organizational effectiveness, influence, and financial performance is a testament to his commitment to fostering transformative growth. With a focus on developing leaders and maximizing team potential, he finds profound satisfaction in watching enterprises and their people flourish under his guidance.

Bristol's career trajectory began after his military service concluded in 1984, where he transitioned into a strategic systems consultant role for a global pharmaceutical giant. His natural leadership skills quickly led him to the position of manufacturing systems manager, laying a solid foundation for what would become Projectivity Solutions, Inc. Through this venture, Bristol has continuously driven value, helping clients overcome complex challenges and refine their strategic vision.

Educationally, Bristol's foundation is as diverse and robust as his career. Holding an undergraduate degree from the University of Nebraska and a graduate degree from the University of Northern Colorado, he furthered his academic journey at the University of Southern California. His knowledge-sharing extends to the next generation of leaders through adjunct faculty roles at prestigious institutions, including the Florida Institute of Technology, San Jose State, and St. Mary's College, where he taught leadership, project management, and strategic planning at both the undergraduate and graduate levels.

Phil Bristol's storied career reflects a commitment to elevating leadership standards worldwide, creating a ripple effect that extends from individual leaders to entire industries.

### **Unique Service Model: A Seven-Stage Growth Framework for Targeted Success**

One of the distinctive aspects of Projectivity Solutions is its focus on company size rather than revenue, which enables the organization to tailor solutions to the developmental needs of each business. Based on over 30 years of research, Projectivity Solutions categorizes small to mid-sized companies into seven growth stages, each defined by the number of employees. This unique methodology ensures that the consulting solutions provided align precisely with the challenges and opportunities that are characteristic of each growth stage.

In contrast to traditional consulting models, Projectivity Solutions approaches each business as a dynamic, interconnected system. By assessing critical aspects of business performance—such as operations, financial health, mindset, and team relationships—Projectivity Solutions crafts an integrated strategy tailored to the specific developmental stage of the organization.

# SIGNATURE PROGRAMS: BUILDING HIGH- PERFORMING, TRUST- BASED CULTURES

Projectivity Solutions offers a suite of comprehensive programs designed to address the multifaceted needs of small businesses, focusing on creating high-functioning, profitable, and people-centered organizations. Each program takes a unique approach to address different levels of growth and leadership within the business ecosystem.

## **1. Enterprise Foundation Program:** Fast Results Through Customized Solutions

The Enterprise Foundation Program is aimed at quickly delivering results by addressing the most pressing needs within an organization. By viewing a business as a living system filled with interrelated elements, this program enables Projectivity Solutions to craft an in-depth, configurable solution that aligns with the company's unique operational dynamics.

## **2. Exceptional Enterprise Program:** Shifting from Reactive to Focused

Through the Exceptional Enterprise Program, Projectivity Solutions introduces clients to the Stages of Growth™ methodology, a transformative framework that helps companies move from reactive problem-solving to a focused, growth-oriented mindset. This program identifies and integrates essential elements into the organization's ecosystem, ensuring a cohesive strategy that supports sustained, profitable growth.

## **3. Exceptional Manager Program:** Cultivating Critical Thinking for Business Success

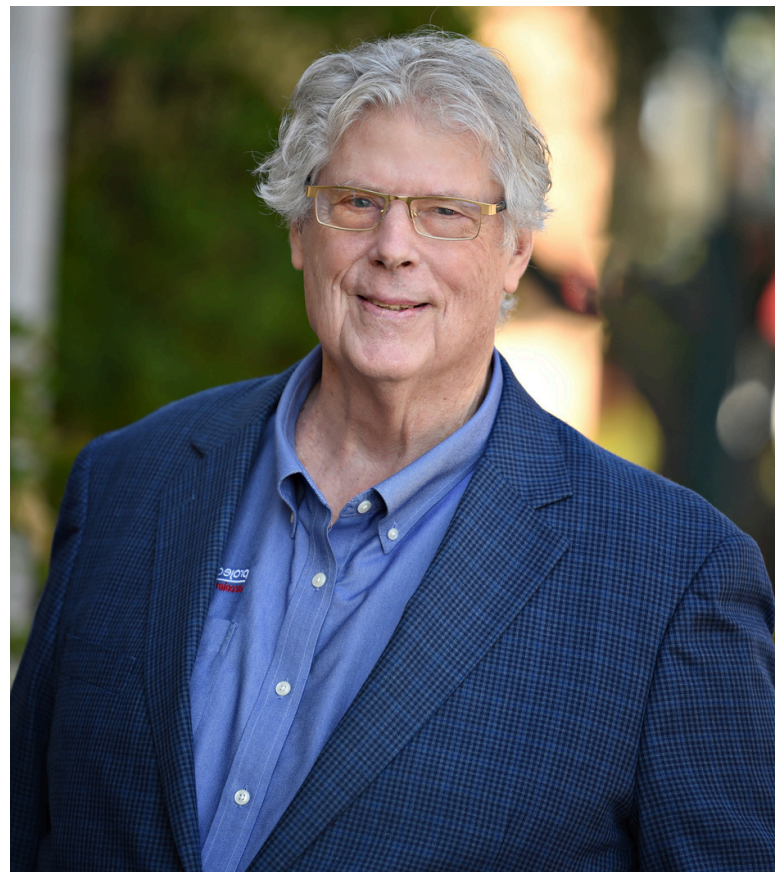
One of the most valuable assets in any company is a skilled management team. The Exceptional Manager Program offers a structured 12-month learning journey aimed at transforming managers from tactical doers to strategic thinkers. This transition empowers managers to contribute more effectively to the organization's growth, creating a robust leadership backbone.

## **4. Exceptional Mindset Program:** Building a Culture of Collaboration

The Exceptional Mindset Program helps leaders shift from an individual-focused “ME” mindset to a collaborative “WE” mindset. This outward-oriented approach is critical to fostering true collaboration, where team success is prioritized, and collective goals are met. Leaders are trained to understand the impact of their mindset on others, transforming team dynamics to support innovation, collaboration, and sustainable growth.

## **5. Exceptional Leader Program:** Optimizing Human Potential Through Influence

The Exceptional Leader Program aims to cultivate leaders who can inspire and mobilize their teams effectively. This program emphasizes self-mastery, trust-based relationship building, and a balanced approach to business acumen and compassion. Through advanced modules in leadership, conflict transformation, and talent acquisition, leaders are equipped with the skills necessary to drive their teams toward exceptional performance.



# TECHNOLOGICAL INTEGRATION: LEVERAGING TECHNOLOGY AS A FORCE MULTIPLIER

Projectivity Solutions views technology as a key enabler of growth and efficiency. By leveraging technology both within the company and for its clients, Projectivity Solutions ensures that its services are accessible, scalable, and adaptable. The COVID-19 pandemic accelerated the adoption of digital tools, allowing Projectivity Solutions to expand its reach globally. The firm now regularly serves clients across Europe, Africa, and India, using platforms like Zoom, Padlet, and Teams to maintain seamless connections and provide high-quality virtual engagement.

From customized learning materials, including videos and handouts, to digital collaboration tools, technology plays a crucial role in Projectivity Solutions' service delivery model. Every program incorporates scalable processes and adult learning principles, ensuring that technological tools enhance the learning experience rather than complicate it.

## Embracing Innovation: Simplification, Optimization, and Standardization

At the heart of Projectivity Solutions' service philosophy is the SOS framework: Simplification, Optimization, and Standardization. This approach ensures that every solution provided is both practical and applicable across different organizational contexts.

**Simplification:** Solutions are designed to be user-friendly and straightforward, allowing clients to easily understand and implement changes.

**Optimization:** The goal is to maximize resource efficiency, ensuring that businesses get the most value from the tools and strategies introduced.

**Standardization:** Consistent, reliable service delivery is crucial, especially for small businesses that may lack formal processes. Standardized solutions enable companies to establish solid frameworks that support sustainable growth.

## Managing Generational Dynamics: Building Trust-Based Cultures

One of the modern-day challenges that Projectivity Solutions addresses is the generation gap within workplaces. With teams now comprising Baby Boomers to Generation Z, effective leadership requires strategies that transcend age differences and create a culture of mutual respect.

Projectivity Solutions advises clients to establish clear operational and behavioral expectations that become the norm across generations. Through well-defined processes, position role sheets, and Key Performance Indicators (KPIs), Projectivity Solutions helps organizations create a structured environment where each team member understands their role and responsibilities.

On the behavioral side, fostering trust-based cultures is essential. Reflective assessments, such as the Arbinger Outward Mindset and Target Training International's DISC, provide teams with insights into personal and collective dynamics, fostering empathy, understanding, and collaboration.

## Challenges in the Consulting Industry: Addressing Root Causes Over Symptoms

The consulting industry is often characterized by a focus on symptomatic problem-solving, where consultants address immediate issues without delving into root causes. Projectivity Solutions disrupts this trend by taking a comprehensive, data-driven approach through its five-step engagement process:

1. **Discovery:** In-depth assessments and key person interviews are conducted to gather an accurate picture of the organization's current state.
2. **Realignment:** Through collaborative discussions, Projectivity Solutions identifies the root causes of challenges, prioritizing actions that will deliver the most impact.
3. **Implementation:** A strategic plan is executed, with Projectivity Solutions working closely with clients to implement targeted solutions.
4. **Evaluation:** Each solution is evaluated for effectiveness, ensuring that any adjustments needed are made to optimize results.

**5. Sustainability:** The final phase focuses on embedding new skills and processes into the organizational culture, ensuring that knowledge and skills remain part of the company long-term.

By focusing on root causes rather than symptoms, Projectivity Solutions empowers its clients with the tools and insights needed to drive lasting improvement.

#### **Accolades and Contributions:** Recognizing Excellence and Community Impact

Projectivity Solutions has been widely recognized for its contributions to both the business and local communities. Phil Bristol, the CEO, received the Governor's Award in 2016 in recognition of his support for the Roseville Chamber of Commerce and local leadership programs. Bristol and Projectivity Solutions are active in several charitable initiatives, including The Gathering Inn and Make-A-Wish, where they offer strategic planning and leadership development support.

Bristol, a veteran, along with his partner Yeatts, also provides pro bono services to combat veterans struggling with PTSD. Through coaching and mental health support, they have helped many veterans rebuild family relationships and pursue fulfilling careers, underscoring Projectivity Solutions' commitment to making a difference beyond the business.

#### **Promoting Diversity and Inclusion:** A High-Performance Imperative

Diversity and inclusion are not just values at Projectivity Solutions—they are integral components of the firm's high-performance model. Through a systematic approach known as "Diversity by Design," Projectivity Solutions ensures that diversity is woven into every aspect of organizational practice.

Projectivity Solutions uses structured processes to match employees to roles that align with their strengths, behaviors, and motivators. Position benchmarks, performance indicators, and ongoing evaluations create an environment where every team member can thrive. Furthermore, training programs, such as the Arbinger Outward Mindset and Inclusion assessments, promote an inclusive culture where each individual feels valued and respected.

#### **Projectivity Solutions:** Elevating Engagement with Precision Assessments

At Projectivity Solutions, continuous improvement is a core philosophy. The company conducts thorough assessments biannually and at the end of each engagement cycle to keep its services cutting-edge and effective. Through insightful client feedback and collaborative evaluation, areas for enhancement are identified, allowing Projectivity Solutions to adapt and evolve its offerings continually.

Central to their strategy is the smooth integration of tools and processes, empowering clients with actionable templates and practical frameworks that drive results. To measure the impact of each engagement, Projectivity Solutions applies a three-stage assessment approach: evaluating client knowledge before, immediately after, and six months post-engagement. This comprehensive process ensures that clients not only grasp the material but also retain and apply it long-term.

By blending client insight with rigorous evaluation, Projectivity Solutions stays aligned with client needs, delivering enduring value and making a meaningful difference across industries.