

BRAIN MODE[®] *power* Web Version

Announcing a powerful new tool to help build your high performance organization!

The powerful suite of materials used successfully by IPS for years, now includes an online self-assessment. This web version opens up a wealth of new application possibilities with benefits like convenience, comprehensive customized reports and data accumulation.

What is BRAIN MODE[®] *power*?

A learning system based on the scientific principles of accelerated learning and Neuro Linguistic Programming (NLP). The research basis for the system has been documented for over 35 years. Self awareness and self mastery of sensory and cognitive thinking modes is the system's foundation.

How has International Performance Solutions, Ltd. used BRAIN MODE[®] *power*?

As a licensed distributor of the system, IPS has used BRAIN MODE[®] *power* products with clients around the globe. BRAIN MODE[®] *power* has been integrated into a wide variety of IPS applications enabling people to better present, influence, sell and exchange information by aligning their delivery with the learning and thinking styles of recipients. It works and people quickly grasp the concepts and can apply them!

These examples show how IPS has successfully utilized the BRAIN MODE[®] *power* learning system to help build high performance organizations.

I. Selling, Presenting and Influencing:

Selling skills programs are generally strong in learning buyers' needs, handling questions and objections and closing, but are weak in presenting information to clients. The BMP materials strengthen sellers and influencers with skills to:

- 1) Detect client learning and thinking styles,
- 2) Align with client's body language, and
- 3) Present in alignment with the learning and thinking styles of their buyer and audience.

Post-session, sellers and influencers present concepts and product information more visually and kinesthetically, plus they align with the thinking modes of sequential and global thinkers. Whether it is one-on-one or in front of an audience, your buyers will have greater information retention and understanding. Sales Success leads to increased sales.

A Global Biotechnology Organization in Asia/Pacific incorporated BMP into Value Selling and Effective Presentation, Teaching and Facilitation, to help sales and technical people detect, present and align with clients learning and thinking styles. The **Indonesian Organization** changed their Field Days from being highly auditory/visual to having more farmer participation through physical involvement, assessing and giving observations. Bottom-line: involvement sells!

A US Crop Protection Distributor has incorporated the BMP concepts into Selling 101 a program they are using with independent retail staff, again with the intent of encouraging greater usage of visual aids and hands-on demonstrations of their chemistry based products. Retail participants' feedback has been very positive, including comments such as; "a highly useful new concept in selling to stimulate creativity on how to better teach and convey the benefits of the technology."

A US and Canada Veterinary Pharmaceutical Organization has incorporated BMP in Effective Presentation and Teaching to provide more effective "Lunch and Learns" and technical seminars. Emphasis in sessions has been more effective use of visuals and data to explain the technology and being more kinesthetic to get the client more physically involved in the learning. The greater the client's involvement, the greater the learning, the greater the retention, the greater the sales.

INTERNATIONAL PERFORMANCE SOLUTIONS, LTD.

Building High Performance Organizations

A US Commodities Association instituted a Leadership program to help growers more effectively teach legislators about agricultural issues. Participants not only learned how to more effectively communicate with peers, but also how to be more influential with contacts by aligning with their learning and thinking styles.

II. Group Dynamics:

In general people like to collaborate and cooperate, but our styles and personalities may create frustrations and conflict. The Bmp materials help groups and teams perform at higher levels as they improve communications. Some people like to talk, others want to show pictures and charts, while others wish to have hands-on demonstrations and be physically involved. Furthermore, some people become bored and frustrated during periods of intense planning or intense brainstorming. Professional Development and Team Development programs help group and team members realize, at a very basic level of self, that we are all unique in our abilities to take in information and in how we process it. These materials have been used in Strategic Planning using Appreciative Inquiry and Future Search, plus in Team Building to help individuals and peers respect our basic learning and thinking diversity and leverage that diversity for the common good. Using Bmp helps build more creative and durable plans resulting in more highly functional organizations. BRAIN MODE[®] power helps drive results.

Strategic Planning

Bmp has been incorporated in strategic planning sessions using Appreciative Inquiry and Future Search methodology, to deemphasize the auditory and emphasize that participants need to be more visual and kinesthetic when sharing their ideas and concepts.

A Global Pet Nutrition Company conducted an ideation process with R&D staff to envision future technologies. Bmp Professional Development resources were used with participants. They learned they are a highly kinesthetic group and that to be most effective when exchanging concepts; they need to get people physically involved. Upon learning this, they brought in demonstrations, props and a variety of other resources to share their ideas and dreams. Outcome: an environment that was much more creative, fun and energizing.

An Agricultural Management Group utilized Bmp to support group interaction when creating strategic direction for the emerging enterprises. The planning group used the knowledge from Bmp to enhance their exchange of concepts and ideas, which resulted in an impressive quality and quantity of planning in a 14 hour period.

Team Development

A State Commodities Association Board of Directors used Bmp to enhance interactions between boards and the policy committee. Feedback showed they were highly kinesthetic and that mere talking was going to result in ineffective meetings. For the boards and policy committee to be more effective, they found that they needed to use visuals and hands-on demonstrations. Plus they needed to align with some members' needs for the "Big Picture" (Global Thinking) and others' need for detail and logic (Sequential Thinking).

A Sales District in a training session was capturing participants' learning and thinking styles on a flip chart when conducting Effective Presentation and Teaching. On the flip chart of Thinking Styles, 10 of the participants aligned with Sequential and 2 aligned with Global including the District Manager (DM). As soon as the information was written on the flip chart, a participant hit his fist on the table and yelled, "That's the problem!" Well, our program abruptly changed from presentations skills to a team intervention as the participants pointed out that their DM could envision more concepts to do in a District Meeting than the group could accomplish in a lifetime and the DM needed to help district members to be more focused with key action plans. The DM has taken the advice and changed, to align with district members' "Sequential" needs, yet appropriately stimulates the group to think "Big Picture" and be creative.

International Performance Solutions, Ltd.
276 Solomon Drive
Estes Park, CO 80517 USA
Phone 970 577 0287
Mobile 970 821 0054
Email monty@ipsltd.info
Web www.internationalperformancesolutions.com

New Hires

A Large Animal Productivity Organization in the 1990's and early 2000's used Bmp to create a culture of learning. New Hires participated in a program to learn how they take in information and process what they have learned. It had a positive impact on instilling the importance of learning, change and personal development.

III. Training and Program Facilitation Preparations:

Understanding the learning and thinking styles of participants prior to conducting a session can provide valuable insight. Bmp self-assessment online provides trainers and facilitators a glimpse of the learning and thinking styles of participants, thus helping trainers and facilitators prepare to be more visual, kinesthetic, sequential or global in their presentation and activities. As a result, participants gain more knowledge and skills, have more fun and leave more energized and confident. Session leaders get more positive feedback and results.

A Multinational In India had instructors who used the Bmp online self-assessment to better align with participants learning and thinking styles. Having the information prior to the training indicated the need for being more kinesthetic and sequential in the delivery of the program. These insights were provided before the session started, resulting in trainers being more prepared for the session.

What BRAIN MODE® power Programs are available?

- Professional Development
- Team Development
- Leadership Development
- Sales Success
- Career Transition

[Experience a Complimentary Online Self-Assessment](#)

This link will open an email window. Please include your full name in the body to register.

To find out how BRAIN MODE® power can be utilized in your high performance organization, [email Monty](#) today or call 970-577-0287 for additional information.

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