

Spotlight on Southwestern Illinois Entrepreneurs

The HADRON Group Inc., BRAIN MODE power, Stephen Hager and Deanna Phelps

By VICKI BENNINGTON

ALTON — Leveraging the power of the brain and accelerating the way people learn, work and communicate can make all the difference for organizations in setting themselves apart in today's highly competitive marketplace.

Husband and wife team Stephen Hager and Deanna Phelps, creators and distributors of BRAIN MODE power products and owners of The HADRON Group Inc., say that the BRAIN MODE

power suite is a set of powerful tools that tap into and help use natural intelligence and learning potential, creating high levels of performance, learning, positive communication and more effective teams - which contribute directly to profitability.

The company was a recipient of a Southern Illinois University Edwardsville Entrepreneurship Center matching Challenge Award grant of \$10,000, which helped to translate the formerly paper-based suite of products to an electronic, Web-based platform in order to expand to a global market. In addition, the company has worked with the Illinois Small Business Development Center International Trade Center at SIUE in identifying and screening potential overseas distributors for the products.

BRAIN MODE power identifies the way each person processes new information, whether through visual, auditory or kinesthetic (touch) input. Phelps says most people have been clustered together all their lives in a traditional learning environment that does not address individual learning styles. One person may need to hear a concept, while the next learns by reading a book, while still others learn best from hands-on projects.

BRAIN MODE power tools accelerate business success through increased efficiency and profitability, and more effective communication when people learn how they best take in (or learn) new information. Communicating effectively helps sales forces to communicate better with clients; corporate teams to work together; management to communicate better with peers and employees; and students to indicate what input is needed to help them learn more successfully.

In addition to the way information is

taken in, how it is dealt with is also important.

There's no right or wrong way, Hager and Phelps say, but the key is to discover which way suits each person and then act accordingly. The processing of information can be categorized into three thinking styles; global (big picture); sequential (step-by-step); or integrated thinking with a balance of both styles.

In corporate team or work group situations, BRAIN MODE power assists individuals to exchange information accurately and efficiently by identifying diverse learning and thinking styles and preferences, allowing the groups to use and leverage each member's strengths.

Phelps says when people are communicating and learning effectively, it affects the bottom line in a positive way with an immediate return on investment as projects run more smoothly and are completed sooner.

The menu of products continues to grow with demand; it currently includes Professional Development, Team Development and Sales Success, as well as Learning Keys packages for student and adult learners.

The Service Corps of Retired

Executives (SCORE) played a major role in the initial development stages of The HADRON Group. The company was a regional finalist in the INNOVATE Illinois 2007 program for small entrepreneurial businesses.

Recipients of the SIUE Entrepreneurship Center's matching Challenge Awards are required to contribute funds equal to the grant amount toward the business requirements or project.



Hager



Phelps

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IBJ Business News

Adams hired as SWIC education coordinator

Southwestern Illinois College welcomes Caroline Adams as education coordinator.

SWIC hires Shultz, Haupt

Susan Shultz of Swansea has joined Southwestern Illinois College as alumni director. Julie Haupt of Lebanon is the college's new grants writer.