

The TWT “Top Ten List” for every CEO

- 1. TWT is NOT “education” like virtually all other classical and online training. It is practical “how to do it” experiential training.**
- 2. TWT has measurable results, and delivers a significant ROI with immediate positive cash flow. This is provable.**
- 3. Education is like branding advertising, which might be valuable, but its results can be difficult to measure, and it is easy to cut back on during financially difficult times.**
- 4. TWT results in Marginal Improvements of both Quality and Productivity of the Workflows it is applied to, which results in significant improvements to the Workflows’ bottom-line contribution thanks to the Leverage of Marginal Improvements.**
- 5. TWT is even more valuable in financially difficult times.**
- 6. One source of TWT is Brain Cable, Inc. (800-355-6429 x111)**
- 7. An Audit is available for qualified companies. An Audit which guarantees a significant bottom line improvement plan, or you don’t pay. Brain Cable takes all the risk!**
- 8. Most people must see it with one of their own Workflows with their own people to understand and believe it. Then, Sky’s the Limit for improved profits and cash flow.**
- 9. TWT will not spontaneously “bubble up” from the bottom. It requires an Initiative from Top Management.**
- 10. The easiest and quickest way to “educate” your Top Management Team is to have Brain Cable conduct a performance based Audit to identify a Workflow where TWT would yield your company a significant benefit. This Audit is guaranteed to produce results, or you will not be charged. See #6 above.**