



Dear CEO,

My name is Dr. Craig Hane, and my companies have sold many millions of dollars of technical training education to many large U.S. companies.

The purpose of this epistle is to tell you of an opportunity for Your Company to improve your bottom line significantly with no risk or up-front investment. I know what I'm talking about, but unfortunately it is too complicated to explain in any short communication.

However, I feel it is imperative that someone on your top management team be fully apprised of this. I am prepared to do this anytime at your convenience.

It involves utilizing leading edge technologies like the ones that power Google to create and deliver what we call Targeted Workflow Training (TWT).

TWT is NOT education, and I can assure you Your Company is not utilizing it. And, if and when you do, you will achieve significant profit improvements. It will profoundly impact both your Quality and the Productivity of many of your well-defined Workflow's.

TWT is compatible with any particular Quality initiatives you might be engaging in such as Six Sigma, Lean Manufacturing, or whatever. By the way, I am an ardent Dr. W. Edwards Deming disciple. He would have loved this technology. It even surpasses what Toyota has utilized in the past.

The easiest way for Your Company to get involved with TWT is to let a company I am Chairman of, Brain Cable, perform a small Audit and identify the first application to prove it to you and all your managers. Then, you can run with it.

I advise you to not waste your time asking your HR or Training Dept about it. They don't know about it, and they aren't doing anything close to it. I'm sure of that. TWT is NOT education, which is what they do know about.

I implore you to have the right person call me personally at my private number, 812-332-8179 in Bloomington, Indiana. I will discuss it fully with whomever you designate.

Thank you and Good Luck

A handwritten signature in black ink that reads "Craig Hane".

Craig Hane, Ph.D.      Private Phone: 812-332-8179  
Chairman  
Brain Cable, Inc.

2536 W. INDUSTRIAL PARK DRIVE, SUITE 1 • BLOOMINGTON, IN 47404 • 812.355.3030  
TOLL FREE 800.355.6429 • FAX 812.355.3040  
[WWW.BRAINCABLE.COM](http://WWW.BRAINCABLE.COM)