

“Enhancing Worker Efficiency while Reducing Operating Costs”



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**Brain Cable’s Unique ‘Custom Process Training’ Guarantees:  
No Risk – High ROI – Positive Cash Flow – Higher Profits**

**A Memo to Your Top Management Team: #13 “A Metaphor”**

Have you heard of the “Jet Plane versus the Helicopter” Metaphor?

The corporate Jet Plane flies Fast, High, and Far Away.

The corporate Helicopter flies Slow, Low, and Close By.

You would never substitute the Jet Plane for the Helicopter, or visa versa.

So what’s the Metaphor?

“Education” is like the corporate Jet Plane.

“Process Training” is like the corporate Helicopter.

Unfortunately, many companies substitute Education for Process Training. In fact, it’s what we call “A Horrible Misconception”.

The results are just as costly as if they tried to substitute their Jet for their Helicopter.

This is fully elaborated on and explained in our Executive Briefing.

This provides a great opportunity for your company to generate a significant increase in your profits.

This is a complicated subject we explore extensively in the Executive Briefing. Please accept our Invitation below to learn all about it via our Executive Briefing.

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P.S. Feel free to call me on my direct line at 812-332-8179 for a private consultation, or call Debbie Goodman, 800-355-6429 x106 to schedule your *Executive Briefing*.

Visit [www.braincable.com/tm](http://www.braincable.com/tm) Learn about ‘Your’ Free Demo

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