

“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: #14 “Failure’s Causes”**

What is the Cost of NOT DOING Good Process Training?

Extremely High! And Rising!

Buried in your monthly operating expense reports are a plethora of unnecessary expenses that are a result of process mistakes and inefficiencies that are directly traceable to the lack of a process worker’s understanding of his or her process job.

And, this is due to a lack of adequate process training for the worker.

Exhortations, numerical goals, threats, rewards, even traditional “education” will NOT HELP. Any type of “tampering” will hurt, not help. (See Quality Memo.)

Fortunately, that need not be the case anymore. Thankfully, Process Training is radically improved in the 21<sup>st</sup> Century. Modern technologies are enabling companies to create and deliver really effective process training utilizing a Brain Cable type of Custom Process Training.

Visit [www.braincable.com/tm](http://www.braincable.com/tm) and read the papers which describe and explain the situation. Then take advantage of the Executive Briefing. Call Today. No need to suffer longer. Improve your bottom line immediately.

Successful companies in the 21<sup>st</sup> Century will learn, or fall behind their competitors, who do learn. Survival of the fittest, etc.

I invite you to 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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