

“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: #18 “The Educator’s Trap”**

If you decide to adopt an On-line Process Training Program, BE WARNED

Do not fall into: “The Educator’s Trap.”

Much of the Online “training” today is modeled after instructor led teaching modalities, such as classroom training.

The training is often “one way” with the student a passive participant listening to or watching the teacher. Think video or audio exposition.

There’s a major problem with this model.

This is a very ineffective method for teaching a step by step actual process.

Brain Cable’s Custom Process Training makes the student interact with each step of the process and learn “by doing” with a training simulator.

You really need to experience Brain Cable’s Custom Process Training to fully appreciate it and to understand its underlying cognitive learning principles and values.

Call today for your Free Executive Briefing and your Free Demo when you qualify. No Risk. No Pain. Just Gain.

I invite you to accept our Invitation below to learn all about it, via our Executive Briefing.

Craig Hane, Ph.D.  
Chairman and CEO  
Brain Cable Inc.

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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