

“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: #19 “The Hollywood Trap”

If you decide to adopt an Online Training Program, BE WARNED

Do not fall into: “The Hollywood Trap”.

Much of the Online “training” today consists of a bunch of fancy multimedia animations, live actors, and glitzy productions. It is sometimes even called “Edutainment.” It is usually very expensive to produce.

The idea is the student must be entertained. And, of course, this may be true if there is no interaction or feedback, only a “one way” output.

But, good process training, by its very nature, MUST BE, interactive. The student must learn “by doing.” It requires repetition and practice.

Good Process Training is not entertainment.

It should NOT be glitzy. It should “simulate” the actual process.

Brain Cable’s Custom Process Training is down-to-earth minimal “do what is necessary, and no more” type of training.

You need to experience it to really appreciate it and understand the underlying cognitive learning principles and values. You probably will want to experience it with one of your own processes with your workers. That’s why Brain Cable offers a free Demo Project.

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 Learn about ‘Your’ Free Demo

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