

“Enhancing Worker Efficiency while Reducing Operating Costs”



Craig Hane, Ph.D.
Chairman

Private Phone: 812-332-8179
Email: craig@hane.com

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

A Memo to Your Top Management Team: #22 “The Ideal Training Program”

How should Your Company’s Process Training be evaluated?

What Criteria should it be judged by?

It certainly should be delivering a measurable high ROI on your investment in Process Training. And, it should be Cash Flow Positive.

That is very difficult to achieve with general Education. But, as you should know, Education IS NOT Process Training just as your Jet Plane is not a Helicopter. This is a critical flaw with traditional corporate “training”. See the Memo “A Horrible Misconception”.

Brain Cable has developed a Custom Process Training system for the creation and delivery of process training and testing. Testing is also a very important component of the training process.

Brain Cable’s Process Training satisfies ALL of the criteria listed in the Checklist “*The Ideal Training Program*”. You may download this Checklist from www.braincable.com. You might want to “audit” your training.

This is also extensively discussed in the Executive Briefing Brain Cable offers to your top management team. The Executive Briefing is delivered via a teleconference and is very flexible in the scheduling. A little of your time will yield massive results. I urge you to call today. Time is money.

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 Learn about ‘Your’ Free Demo

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