

“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: #5 “A Horrible Misconception”**

Q. What is a “Horrible Misconception” that afflicts Most U.S. Companies today, robbing them of significant profits?

A. Education is confused with, and substituted for, Process Training.

Q. Why is it critical that Top Management understand this situation?

A. It may be robbing your company of substantial profits. Probably much more than you are aware of. Of course, that’s both Bad News and Good News.

Q. How can that possibly be Good News???????

A. Top Management thus has an opportunity to massively increase your profits by correcting for this Horrible Misconception.

Q. Can you elaborate on this so-called “Horrible Misconception”?

A. Yes. However, it is complicated and subtle. That is why we discuss it comprehensively and explain it fully as part of our Executive Briefing. This Briefing is delivered via a teleconference, and the Internet, scheduled at a time of your choosing.

You may take it from the convenience of your office, or anywhere else.

Brain Cable wants to partner with you to help you correct for this Horrible Misconception.

Please accept our Invitation below to learn all about it via our Executive Briefing.

Craig Hane, Ph.D.  
Chairman and CEO  
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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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