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Chairman

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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: #6 "The Executive Briefing"

What is the Brain Cable Executive Briefing?

Modern Process Training is a critical component of any company's efforts to optimize the productivity and the quality of all of its processes, and thus, its profits.

New technologies have empowered a new approach to Process Training that is vastly superior to classical approaches in terms of both effectiveness and efficiency. It can yield a huge competitive advantage.

In fact, today a company can earn a very high ROI on its investment in Process Training with a Positive Cash Flow from the get-go.

The Executive Briefing discusses the many issues surrounding this topic. It reveals facts and philosophies that every Top Management Team needs to know. As Dr. Deming said, "Quality is made in the Boardroom."

The Top Management Team can not simply delegate this critical function, Process Training, to middle management and hope for the best. Classical techniques and biases and built-in self-interests will prevail.

The Executive Briefing is delivered via a teleconference and is very flexible in the scheduling. A little time will yield massive results.

Successful companies in the 21st 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.

A handwritten signature in black ink that reads "Craig Hane".

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

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