



**Craig Harrison's**  
**1-Day Course**  
**Sat., Feb. 2**



## **Credibility: How To Earn It, How to Keep It**

#1525-018 804.7 BUSAD — Business Administration (.7 ceu)

Everyone from the CEO to the newest hire needs credibility to convey confidence and authority. In this lively, interactive seminar, participants learn practical tools they can apply quickly for gaining credibility. Through lecture, discussion, coaching sessions and feedback, students focus on how to:

- ▶ Influence people at all levels
- ▶ Deliver bad news effectively
- ▶ Disagree without sounding hostile
- ▶ Build credibility on the phone and from a distance
- ▶ Recover from mistakes
- ▶ Be perceived as a priority and stop being ignored, interrupted or intimidated
- ▶ Establish credibility across genders

**Saturday**

**Feb.**

**2**

Applies Towards the Following Certificate & Award:

Certificate Program in Human Resource Management:

<http://www.ucsc-extension.edu/programs/human-resources/schedule>

**INSTRUCTOR CRAIG HARRISON**, B.A. in Sociology from the UNIVERSITY OF CALIFORNIA, SANTA CRUZ, is a professional speaker, corporate trainer, published author and consultant who builds credible and confident communicators and stellar sales and service organizations. His clients include McKesson, nolo.com, US ARMY, DEPT. OF ENERGY, COMPUSA, HANTEL, SD FORUM, HP, KAISER, PFIZER, DEMANDTEC, AT&T, HILTON HOTELS, BANK OF AMERICA, PROJECT MANAGEMENT INSTITUTE, the AMERICAN SOCIETY FOR QUALITY, UNITED AIRLINES, HITACHI AMERICA, HEADSETS.COM and LLNL.

Harrison is a past president of the National Speakers Association — Northern California chapter and principal of EXPRESSIONS OF EXCELLENCE!™, a Bay Area training firm. Visit [www.ExpressionsOfExcellence.com](http://www.ExpressionsOfExcellence.com) more information on instructor Harrison.

**Fee: \$385.** Enrollment limited. HRCI---PHR, SPHR and GPHR general recertification credit: 6.5 hours.

**Sat, Feb. 2<sup>nd</sup>, 9 am—5 pm**, UCSC Extension of Silicon Valley, 2505 Augustine Dr., # 100, **Santa Clara** CA 95054 (408) 861-3700

CLICK HERE FOR ONLINE DESCRIPTION & REG INFO on UCSC-X site:

<http://bit.ly/VSXABD>



Contact Craig: 510/547-0664 or [Craig@ExpressionsOfExcellence.com](mailto:Craig@ExpressionsOfExcellence.com).