



## SHORT BIO

Craig Harrison is an author, speaker, trainer, coach and speaker who builds competencies and confidence in employees of business enterprises ranging from start-ups to the Fortune 100. A champion for enhancing Customer experiences (CX), Craig's ability to instill passion about excellence in customer service helps his clients attract new customers, strengthen customer loyalty, improve internal morale and become customer service leaders in their industries. Craig has been featured in *The Wall Street Journal*, *The Financial Times*, *Selling Power* and *Business Week*. His clients include ATT, McKesson, CIBC, Pfizer, Sheraton Hotels, Staples and United Airlines.

## LONG BIO

Craig Harrison helps professionals express their excellence in sales in service, as communicators and leaders. He's been profiled in the *Wall Street Journal*, cited in *Fast Company*, *Business Week* and *Bottom Line/Personal*, interviewed by 60 Minutes, BBC radio live and Ireland's RTE1 radio, quoted by the *Orange County Register*, *The Financial Times*, *Playgirl* and *Selling Power* magazines, fielded questions on K-101 FM and his columns have run repeatedly in the *San Francisco Chronicle* and *San Francisco Examiner*.

Harrison's entertaining keynotes, fast-paced training and innovative offsites blend creativity, humor, storytelling, interactivity and gamification. He turns passive recipients of information into active participants in their own learning. Breakthroughs abound.

- Harrison leads ideation programs where brainstorming leads to problem-solving and new product and service development
- His retreat programs include future visioning activities to help audiences tell and publish their success story
- His fast-paced training programs help professionals express their excellence in impromptu situations, through tapping their creativity, leading each other and 'teaming' with success.

Harrison has published 4 books, 3 tips booklets, and over 150 articles on aspects of communication, storytelling, leadership, customer experience / customer service, meeting management, excellence and related topics.



His past credits include working for a Silicon Valley startup, a database company, a major medical center, managing in several high publishing houses and wearing multiple hats with a non-profit using Olympians, Hall of Fame and current athletes to help young people build skills, character and excellence in athletics and academics. He's also served on and chaired/presided over multiple non-profit boards and held leadership positions with a number of organizations, from a listener sponsored FM radio station to chapters of the National Speakers Association, Association for Talent Development (formerly ASTD), Toastmasters International and other groups.

Harrison helps clients express their excellence as they aspire to and achieve greatness.