



# *EXPRESSIONS* OF EXCELLENCE!



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## About Your Presenter



**CRAIG HARRISON** has been profiled in *The Wall Street Journal*, interviewed by 60 MINUTES, fielded questions on K-101 FM and his columns run regularly in the *San Francisco Chronicle* and *Examiner*.

Craig's articles on Customer Service and Communication have appeared in the *California Job Journal*, *Customer Service Newsletter*, *The Customer Communicator*, *The Professional Caterer*, and *The Toastmaster Magazine*. He is even an online expert for MATCH.COM, THE MOTIVATIONAL MINUTE and CLOUDWISE.COM. Now you've heard him speak!

Craig combines humor, wisdom and practical sense to help you communicate with confidence and clarity. Let him help you experience the sweet taste of success.

## Background

As a manager, consultant, publisher and curriculum developer in Silicon Valley Craig developed his digital dexterity, helping the technical world train and communicate more effectively. His work with a database company, publishing houses and a consulting firm also helped Craig develop his strong customer service orientation.

As a director of communications with the non-profit PROS FOR KIDS, Craig coached with Olympians and Hall of Fame athletes, helping young people enhance their self esteem, become confident communicators and recognize the importance of healthy living.

As a youth basketball coach Craig has led teams domestically and internationally for non-profit organizations such as SPORTS FOR UNDERSTANDING and MACCABI YOUTH SPORTS PROGRAMS, and educational institutions such as Oakland's HEAD-ROYCE & COLLEGE PREPARATORY HIGH SCHOOLS. Craig works with corporations and associations in myriad ways:

- Keynotes
- Break-Outs
- Workshops
- Retreats
- Training Courses

### Craig's dynamic presentations covering a variety of performance topics:

Communication	Customer Service	Leadership
Humor in the Workplace	Team building	Excellence

"The skilled and confident communicator  
opens doors, builds new relationships,  
serves others effectively and enhances one's own leadership."

—Craig Harrison

### CRAIG HARRISON



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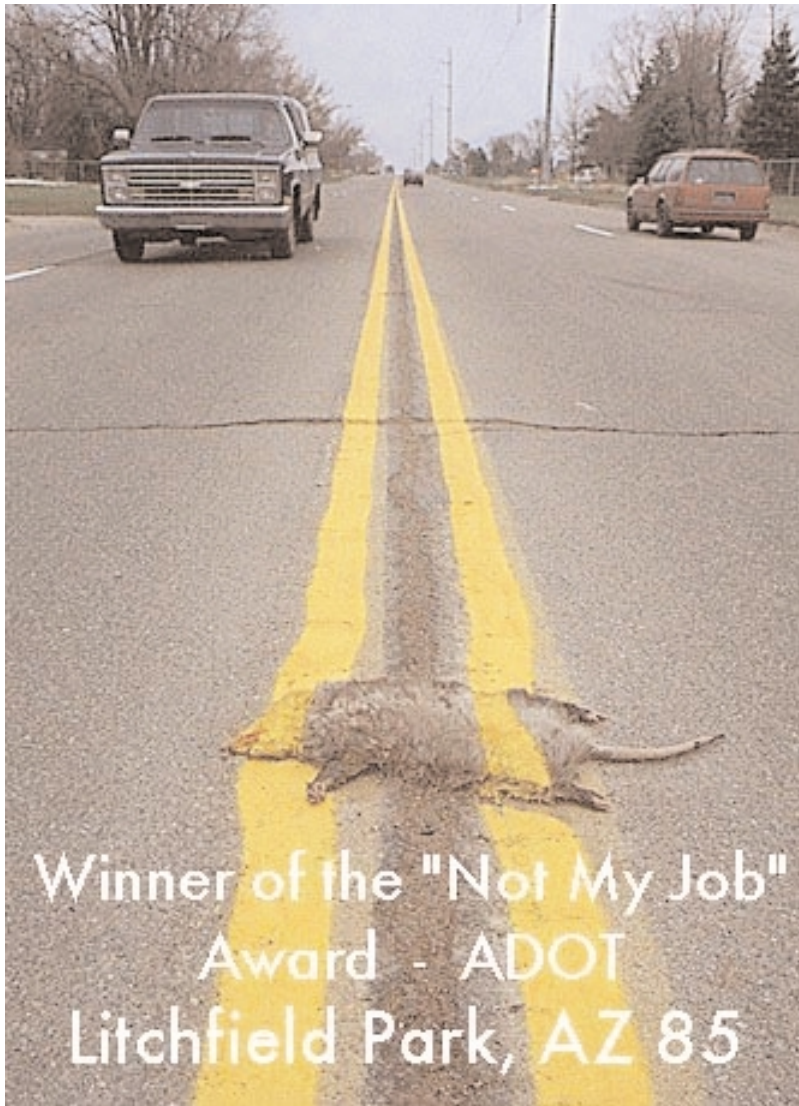
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# *Expressions of Excellence?*



# *Expressions of Excellence?*



**How would they know...  
they obviously didn't attend!**



# *Expressions of Excellence?*

## *Excellence or Excrement?*



# *Expressions of Excellence?*

## *Whose Definition?*



Excelleeeeeent



Waaaaay!

# *Expressions of Excellence*

## *Defined*

### **Expression:**

The Act of Expressing, Conveying,  
Representing or Manifesting  
(whether in words, art, music,  
movement or otherwise)

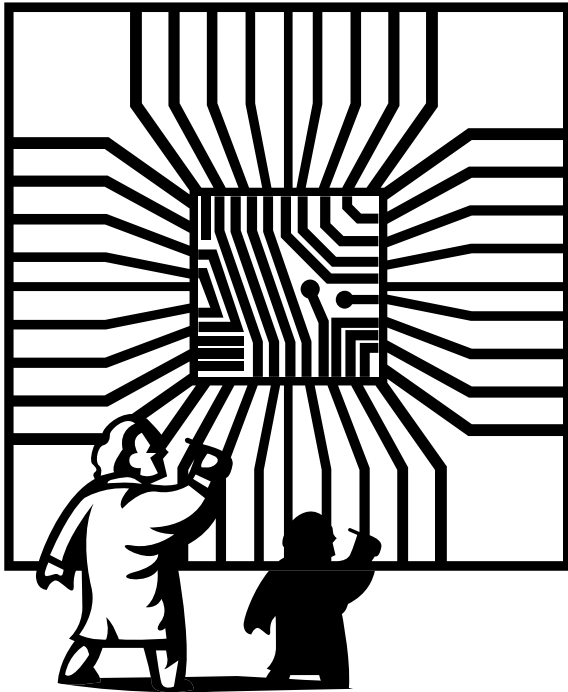
### **Excellence:**

The State, Quality  
or Condition of Excelling

Superiority or Pre-eminence

A Surpassing Feature or Virtue

# *Expressions of Excellence!*



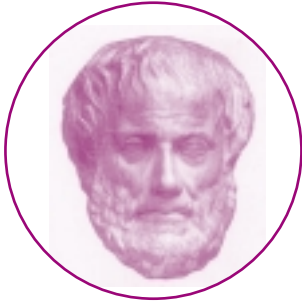


# ***Expressions of Excellence!***

- 1. Are an Expression of You:**  
Your Creativity, Artistry,  
Mastery, Attention to Detail, Design or  
Implementation
- 2. Inspire Others:**  
Thus they contain a  
*Leadership component*,  
whether setting a standard  
or raising the bar
- 3. Honor, Heal, Beautify  
or otherwise Contribute to the World**  
In large or small ways.

# *Expressions of Excellence!*

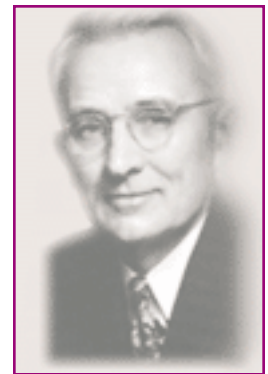
## *Let's Get Started*



— *Aristotle*

We are what we repeatedly do.  
Excellence, then, is not an act,  
but a habit.

Don't be afraid to give your best  
to what seemingly are small jobs.  
Every time you conquer one  
it makes you that much stronger.  
If you do the little jobs well,  
the big ones tend to take care of themselves.



— *Dale Carnegie*

# *Expressions of Excellence!*

## **Leadership Excellence Involves:**

- ▶ Self-Management
- ▶ Trustworthiness
- ▶ Adaptability
- ▶ Social Awareness
- ▶ Organizational Awareness
- ▶ Service Orientation
- ▶ Influence
- ▶ Conflict Management skills
- ▶ Self-Control
- ▶ Conscientiousness
- ▶ Initiative
- ▶ Empathy
- ▶ Social Skills
- ▶ Leadership
- ▶ Teamwork
- ▶ Communication

Source: [http://www.eiconsortium.org/research/jj\\_ei\\_study.htm](http://www.eiconsortium.org/research/jj_ei_study.htm)

Quality is never an accident...  
it represents the wise choice  
of many alternatives.

— *Willa A. Foster*

# *Expressions of Excellence!*



If a man is called to be a streetsweeper,  
he should sweep streets  
even as Michelangelo painted,  
or Beethoven played music,  
or Shakespeare wrote poetry.  
He should sweep streets so well  
that all the hosts of heaven and earth  
will pause to say,  
here lived a great streetsweeper  
who did his job well.

— *Martin Luther King, Jr.*

# *Expressions of Excellence!*

## *Excellence Transcends Occupations*



"Everyone has the power for greatness,  
not for fame but greatness,  
because greatness is determined  
by service."  
— *Martin Luther King, Jr.*



# *Expressions of Excellence!*

It is just the little difference between the good and the best  
that makes the difference between the artist and the artisan.  
It is just the little touches after the average man would quit  
that make the master's fame.

— *Orison Swett Marden*



# *Expressions of Excellence!*

## ALMOST PERFECT

How perfectly do you have to do your job?  
Could you do it 99.9% accurately?  
For these occupations that wouldn't be good enough:

**IF 99.9% was good enough then...**

- ▶ 12 newborns per day would be given to the wrong parents.
- ▶ 114,500 mismatched pairs of shoes would be shipped each year.
- ▶ 18,322 pieces of mail per hour would be mishandled.
- ▶ 2,000,000 documents would be lost by the IRS.
- ▶ 2,500,000 books would be shipped with the wrong covers.
- ▶ 2 planes at Chicago's O'Hare Airport would be unsafe every day.
- ▶ 315 entries in Webster's Dictionary would be misspelled.
- ▶ 20,000 incorrect drug prescriptions would be written this year.
- ▶ 5,500,000 cases of soft drinks produced would be flat.
- ▶ 291 pacemaker operations would be performed incorrectly.
- ▶ 880,000 credit cards would have incorrect cardholder information.

*Source: Facts of Life, Sept 2001 Vol 13, #9.*

It's a funny thing about life;  
if you refuse to accept anything  
but the best, you very often get it.

—*W. Somerset Maugham*

# *Expressions of Excellence!*

Well done is better than well said.

— *Benjamin Franklin*

Mistakes are the portholes of Discovery.

— *James Joyce*

There is more to life than increasing its speed.

— *Mahatma Gandhi*

Don't go through life,  
grow through life.

— *Eric Butterworth*

You must be the change  
you wish to see in the world.

— *Mahatma Gandhi*

# ***Expressions of Excellence!***

***It's Your Turn***

***My guiding philosophy of Excellence:***

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***I will Express My Excellence by/through:***

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***E-Mail your "Expression of Excellence"  
to Craig at  
Success@craigspeaks.com  
for a special gift.***

***Article: Expressions of Excellence:  
[www.craigspeaks.com/expressing\\_excellence.htm](http://www.craigspeaks.com/expressing_excellence.htm)***



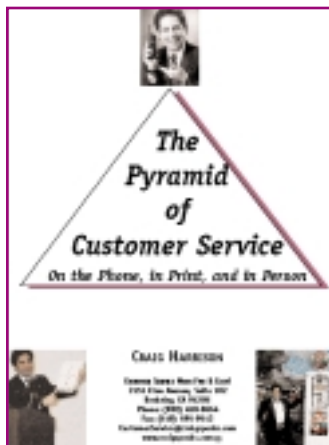
**Your Sixteen Second Success: Riding Your Elevator Speech to the Top!** This 28-page tips booklet shows you how to create and deliver your Elevator Speech for professional success. Samples, templates and detailed explanations help you learn to push all the right buttons with your networking sound bite...Your Elevator Speech.

**Cost:** ..... \$10



**Meetings Made Fun & Easy:** Whether you're facilitating, coordinating or just held captive by Meetings you'll benefit from Craig's workbook on meeting strategies, techniques and problem solving tips. Includes a glossary of terms, ice breakers, basics of parliamentary procedure and insights on instigators!

**Cost:** ..... \$20



**The Pyramid of Customer Service:** Learn how to serve customers over the phone, in writing and in person with Craig's popular workbook. Templates, worksheets and exercises help readers internalize important customer service tenets for success.

**Cost:** ..... \$25

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**Get the Job You Want!** This 70-Page report for Job Seekers helps you find, fill and flourish in your next job. Filled with strategies for prospecting, interviewing and working your next job. Master Elevator Speeches, Cold Calling, Interview Stories, and more. Easy to read with numerous examples.

**Cost:** ..... \$15



**The Voice of Customer Service:** This 45 page workbook addresses all aspects of delivering customer service via the telephone. Learn to managing yourself, your interactions and your customer relationships as you improve your greetings, voice, listening and problem solving skills. Maintain your own attitude and learn about the language of service responses.

**Cost:** ..... \$15



**Delivering Customer Service Via E-Mail:**

This 40-page workbook addresses the basics of written communication, as well as many ways of making your e-mails more service oriented: subject lines, signatures, templates, use of white space, CC, BCC, attachments, etc.

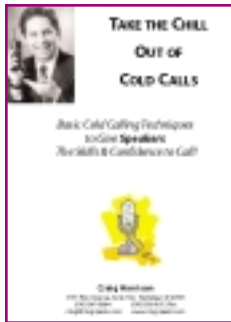
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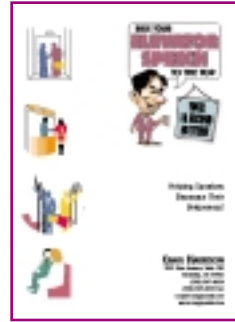


# Craig Harrison's Learning Tools For Speaker Success

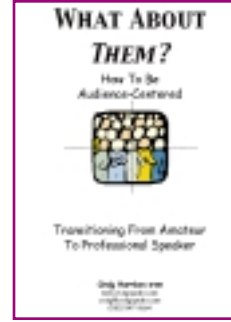
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**Take the Chill  
Out of Cold Calls:**  
Developing the  
Confidence  
To Call!



**Your 16-Second  
Success:**  
Push All the Right  
Buttons With Your  
'Elevator' Speech!



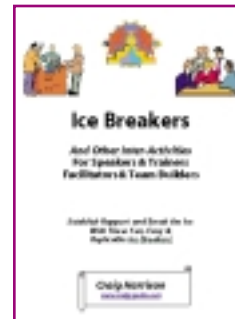
**What About  
THEM?**  
How To Be An  
Audience- Centered  
Speaker



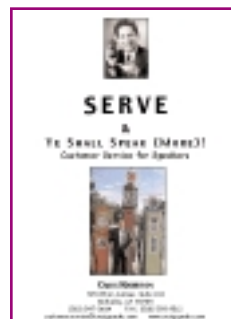
**Firnding  
Your Topic  
As A Speaker**  
Identifying Your  
Uniqueness



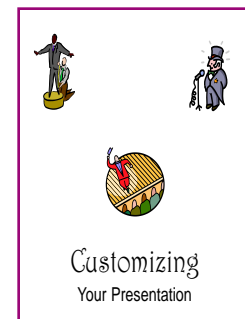
**Humor In  
Presentations**  
When & How to Use  
It, & When Not To!



**Ice-Breakers**  
Interactive  
Techniques for  
Connecting with  
Audiences



**Customer Service  
For  
Speakers**  
Serve And Ye Shall  
Speak More!



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Cater to Clients  
Through  
Customizing!

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