

MASTERING THE HUMAN ELEMENT

Building Trust and Relationships in Business

The professional skill AI can't replace.

In an era of automation and artificial intelligence, one thing remains unchanged: business runs on human relationships. Trust is the currency. Connection is the catalyst. This intensive 2-day certification course equips you with the practical skills to build authentic trust, engage key partners effectively, and create lasting professional relationships that deliver results.

DAY 1: FOUNDATION & CORE SKILLS	DAY 2: STRATEGIC APPLICATION
1. The Human Element in Business Relationships Trust-building techniques including virtual/hybrid environments	8. Personal Branding Crafting a professional identity that builds trust
2. Emotional Intelligence Self-awareness and empathy as foundational skills	9. Strategic Influence and Persuasion Ethical techniques to gain buy-in
3. Effective Communication Skills Active listening, questioning, and giving/receiving feedback	10. Relationship-Driven Results Trust-based approaches and CRM principles
4. Conflict Resolution Navigating disagreements and difficult conversations	11. Collaborative Problem-Solving Facilitating productive group discussions
5. Cultural Competence Building inclusive relationships across differences	12. Managing Change and Uncertainty Maintaining relationships during transitions
6. Identifying and Engaging Key People Mapping influence networks and engagement strategies	13. Ethics in Business Relationships Navigating dilemmas with integrity
7. Networking Strategies Building genuine professional connections	14. Long-Term Relationship Sustainability Future-proofing your professional relationships

WHO SHOULD ATTEND	COURSE FORMAT	YOUR INVESTMENT
<ul style="list-style-type: none">• Sales, Marketing & Business Development• Customer Service & Client Success• Operations, Finance & Supply Chain• Human Resources & L&D• IT, Engineering & Product• Project & Program Managers• Leaders at All Levels <p><i>This is not an IT course—it's for every professional whose success depends on others.</i></p>	<p>Duration: 2 days intensive in-person training</p> <p>Certification: Online exam preparation materials + self-paced certification exam</p> <p>Credential Earned: CHEP — Certified Human Element Professional</p> <p><i>Add CHEP to your signature, LinkedIn, and resume.</i></p>	<p>Course Fee: \$1,899</p> <p>Includes:</p> <ul style="list-style-type: none">• 2 days expert-led training• All course materials• Exam prep materials• Certification exam fee• CHEP credential <p>Early Bird: \$1,699 (Register 30+ days in advance)</p> <p>Group Discounts Available</p>

WHY THIS MATTERS NOW: 82% of employees say the need for human connection will intensify as AI usage increases (Workday, 2025). Trust in company-provided AI fell 31% in just 3 months (Deloitte, 2025). The more technology advances, the more human skills matter. This is the skill AI can't learn—and the skill most professionals were never taught.

READY TO MASTER THE HUMAN ELEMENT?

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Years of Professional Excellence

