

Shelley Page Baur

Author of the book and CD, **Integrity-Based Communications™** *Using truth to get what you really want*, Shelley Baur has extensive experience in leadership, corporate marketing, field sales, communications, training and development. With a passion for learning and inspiring people to realize their potential, she has designed materials and conducted workshops for all levels of employees, emphasizing personal analysis and skill development.

An entrepreneur since 1986, Shelley's consulting projects benefit small business owners, network marketing organizations, universities and *Fortune 100* business units. Her seminars include **Integrity-Based Communications** and **Living on Purpose: Tools for Building the Life You Really Want**. Programs specifically designed for entrepreneurs who are building sales organizations include interviewing, recruiting and hiring, negotiating, consultative selling techniques, team building and leadership skills. She was also VP-Communications for one of the largest security companies in the U.S.

Shelley is a certified facilitator for Brian Tracy's **Phoenix Seminar for Maximum Achievement** and Entrepreneurial Education Foundation programs, which she has taught at The University of Memphis, Fogelman College of Business & Economics. She is also a certified facilitator for Development Dimensions International (DDI) programs.

A graduate of The University of Memphis (B.A., psychology), Shelley is a founding member and past president of the National Association of Women Business Owners (NAWBO). She is a 1991 graduate and former board member of Leadership Memphis (program chair 2006-2008). Having earned the Distinguished Toastmaster designation, Shelley has served as club president, area governor, club sponsor and ongoing mentor for Toastmasters International. She has also advised/mentored in The University of Memphis Fogelman Business College MILE program, and currently serves on the board of Concerts International and Samaritan Counseling Centers.

Shelley has been honored by **Memphis Woman** magazine as one of "Fifty Women Who make a Difference," Athena Award recipient as a role model for mentoring and community leadership, IRIS Award winner for encouraging women entrepreneurs, and Leadership Memphis Distinguished Alumnus Award.

Shelley is married to John Baur, professor of graduate music theory and composition at The University of Memphis Rudi E. Scheidt School of Music. She has two married "bonus kids," Jim (Polly) and Christa (Mark), who live in Chicago and New York, respectively. John and Shelley are active communicants at Grace-St Luke's Episcopal Church in midtown Memphis, serving in various outreach capacities. They enjoy travel, yoga, entertaining, and lots of music. Both have been facilitators for Common Ground: Conversation on Race, Communities in Action. John composed "The Promise," an opera based on the life of Martin Luther King, Jr., which made its world premier in Memphis at the Germantown Performing Arts Centre in 2004.

Download the first two chapters of **Integrity-Based Communications™** for free. Go to www.shelleybaur.com home page and click on the book icon.