

# LIVING ON PURPOSE

Tools for Building the Life you *Really* Want

## ONE MODULE EACH MONTH IN 2010

The overall learning objective of this training is to create a vision that will anchor participants' belief in their own potential, with tools to live continually "on purpose."

Participants will become aware of and experience their unlimited potential through:

- ★ Building rapport and trust
- ★ Creating a personal hierarchy of values and their associated beliefs
- ★ Taking a snapshot of current life balance; achieving clarity about desired changes and necessary action steps
- ★ Becoming aware of the disempowering effects of fear and negativity
- ★ Creating tangible goals for the healthy, abundant future participants really want
- ★ Learning the power of integrity: trust, respect, and love for self and others
- ★ Creating a written life purpose and mission statement
- ★ Experiencing team empowerment.

**Who should attend?** Any person seeking clarity to reach "the next level" in their career or personal life – whatever that is for them.

**When:** 2nd Saturday of each month, beginning January 9, 2010

**Investment:** \$35 per person, includes lunch (benefits National Association of Women Business Owners)

Or call to schedule your own 2-day class of 6-24 people for \$295 each.

*You will receive more clarity and the tools to live the life you really want. **That's my guarantee.***



**Shelley Baur,**

Author, **Integrity-Based Communications**

**Classes held at Parmasters, 888 S. White Station Road**  
(between Poplar and Park, next to Bed, Bath & Beyond)

**\$35 per session includes lunch and 12:30-2:00 pm class. Reservations required.**

***Proceeds benefit Memphis Chapter, National Association of Women Business Owners (NAWBO)***

**Saturday, January 9, 2010 · *Module 1: Communicate with Integrity***

Learn and practice the six behaviors of **Integrity-Based Communications™** to integrate thought, word, attitude and action. Use this model for teaching expectations, giving and receiving effective feedback/evaluations. Reduce stress, manage time efficiently, and build high-trust relationships.

**Saturday, February 13, 2010 · *Module 2: Clarify Your Values***

Clarify, prioritize, and “make meaning” (behavioral expectations) for the top six values in your “relationship of choice.” Learn to define and communicate what drives you to achieve or retreat, in an empowering self-discovery exercise.

**Saturday, March 13, 2010 · *Module 3: Learn to Live a Balanced Life***

Take an honest, introspective look at life balance in nine life domains: body, mind, spirituality, romance, family, community, career, money, and play. Leave with a nine-step action plan to get you closer to where you want to be, and a tool to self-assess regularly.

**Saturday, April 10, 2010 · *Module 4: Build Your Confidence***

Learn more about who you are and let others get to know you more authentically. An exercise using the first two behaviors of **Integrity-Based Communications™** will surprise and delight you in its power to deepen relationships, both with yourself and others.

**Saturday, May 8, 2010 · *Module 5: Eliminate Negative Emotions***

Learn why and how your ways of thinking affect results in every area of your life. Leave with communication strategies to create what you really want, and kindly confront what needs to change in an exercise, “Habits to Make, Habits to Break.”

**Saturday, June 12, 2010 · *Module 6: Accelerate Your Goal Achievement***

Learn and apply techniques for writing, speaking, affirming and achieving what you really want. Choose one specific goal for intentional focus, learn how to eliminate fear and anchor success.

Complete a creative homework assignment to bring back to the next class session.

**Saturday, July 10, 2010 · *Module 7: Learn the Power of Commitment***

Experience an out-of-the-box team exercise: a journey to connect theory and fun to real-life application. Discuss, share and apply principles to get the results you really want; brainstorm ways to hold yourself accountable.

**Saturday, August 14, 2010 · Module 8: Develop a "Success Personality"**

Based on behaviors 3 and 4 of **Integrity-Based Communications™**, this session provides deeper insights to authentic friendship and professional teambuilding. Learn and practice the ABC's of a "Success Personality" that will ensure stronger relationships and higher levels of happiness, both personally and professionally.

**Saturday, September 11, 2010 · Module 9: Claim Your Personal Power**

Based on behaviors 5 and 6 of **Integrity-Based Communications™**, learn how important it is to banish excuses/blaming, and to claim one's personal power. Mastering the discipline of self-leadership is vital to building high-trust relationships.

**Saturday, October 9, 2010 · Module 10: Life Mission and Purpose**

Explore your core values, define what gives you the highest feelings of success. Discover and express your sense of an overarching life goal, and leave with a written life mission and purpose statement. This exercise may change your life in surprising and powerful ways!

**Saturday, November 13, 2010 · Module 11: The Mastermind Process**

Based on the life work of Andrew Carnegie, learn and practice an advanced group technique for leveraging trust, encouragement and accountability for setting, collaborating, achieving and celebrating goal achievement.

**Saturday, December 11, 2010 · Module 12: Celebration**

This uplifting team exercise for respecting, acknowledging and encouraging team contributions is the culminating experience for people who have come to know, like, and trust one another during the previous sessions. Some people have experienced this exercise as "the most powerful experience of their life."



*"Living on Purpose" workshop from 12:30 to 2:00 p.m. is preceded by the "Plan for Success" workshop from 10:00 to 11:30, presented by Nita Black. For more information, contact Nita Black at (901)413-1315 or email nitab@memphisoriginals.com.*

*\$60 for both workshops and lunch; \$35 for one workshop with lunch. Money is donated to the National Association of Women Business Owners (NAWBO) Memphis Chapter, a non-profit serving Memphis Area Women in Business.*



**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](http://www.shelleybaur.com) home page and click on the book icon.