

About Shelley Page Baur

FedEx, The University of Memphis, Medtronic, ServiceMaster, Wright Medical, ALSAC/St. Jude, MicroPort, International Paper, and The City of Memphis are among the clients served by Shelley Baur. Author of the books *Integrity-Based Communications: Using Truth to Get What You Really Want* (2004) and *Integrity-Based Communications: Using Truth To Build High-Trust Relationships* (2013), Shelley has earned her place as a developer of leaders, founded on the six principles of her values-based behavior model of communicating with clarity, connecting authentically, and building credibility through developing high-trust relationships.

Shelley has designed materials and customized workshops for all levels of employees, emphasizing personal analysis and skill development. She combines her multiple communications skills with a passion for coaching:

- Emerging and seasoned leaders who want to build highly trusted, top performing teams
- Individual contributors who add value through deepening relationships to serve internal and external clients more successfully, and
- Subject matter experts who want to brand themselves by effectively integrating education with marketing communications.

Formerly Shelley was VP-Communications for one of America's largest security companies. Now an entrepreneur for over 20 years, Shelley's extensive business experience in marketing, field sales, communications, training, and coaching has benefited small business owners, Fortune 500 companies, nonprofit organizations, and universities. Customized workshops include *Integrity-Based Communications*, *Leading with Authenticity*, *Leadership Foundations* and *Living on Purpose: Tools for Building the Life You Really Want*.

As with every program facilitated by Shelley and her colleague, content development continues to diversify and evolve for newly promoted supervisors and managers in emerging markets.

Shelley is a certified facilitator for Brian Tracy's *Phoenix Seminar for Maximum Achievement* and the Kauffman Foundation Entrepreneurial Education programs, which she taught at The University of Memphis, Fogelman College of Business & Economics. She is also a certified facilitator for Development Dimensions International (DDI) programs, and for Common Ground: Conversations on Race, Communities in Action.

A graduate of The University of Memphis (B.A., psychology), Shelley served as a board member and program chair for Leadership Memphis, founding member and past president of the National Association of Women Business Owners (NAWBO) Memphis chapter, past president for Sales & Marketing Executives of Memphis and board member, SME-International.

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Shelley earned her Distinguished Toastmasters Award, served in numerous TI leadership roles, including new club mentor and sponsor. She currently mentors students at the University of Memphis MILE leadership program, and serves as a director-consultant for Mid-South BNI: Business Network International, board member for ATD-Memphis (Association for Talent Development), Women's Foundation for Greater Memphis "Power of the Purse" host committee, and commissioner, Minority Business Development Oversight Commission (MBDOC) for the City of Memphis.

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, and IRIS Award winner for encouraging women entrepreneurs. In 2008, Leadership Memphis honored her with their "Distinguished Alumnus Award."

Married to John Baur, professor of music theory and composition at The University of Memphis, Shelley is equally crazy about her two married "bonus kids" Jim and Christa, who live in Chicago and New York, respectively.