

## WHAT OTHERS ARE SAYING

*Shelley Baur is thoughtful, professional, and engaging....she has a high level of emotional intelligence, willingness to adapt to the needs at hand, effectively use multiple resources for developing content deliverables. [She] will work with you in achieving your corporate training initiatives, customized with Integrity-Based Communications to prepare high potential employees. It's amazing to see the positive changes she can inspire so quickly and effectively.*

**Chris Bond**  
Director, Learning & Development  
Medtronic Spinal & Biologics

*A naturally authentic facilitator... Conflict disappears with Shelley's involvement.*

**Ed Champagne**  
International Paper (retired)

*Shelley's Leadership Foundations workshop taught me skills to address difficult situations, difficult employees...with tools to completely turn around an employee from a hopeless case to a leader among her peers, and one of my strongest allies.*

**Kimberly Hopkins**  
Senior Manager  
Medtronic Spine

*Shelley Baur epitomizes integrity. For Shelley, integrity is not just a platform; it is a quality that inhabits her and drives her mission to deliver learning with practical theory, effective storytelling, and good humor. I wholeheartedly recommend Shelley Baur for any engagement that has the implementation and execution of Integrity-Based Communications as its goal.*

**J.D. Gershbein**  
Speaker & Consultant on  
LinkedIn Best Practices

# Shelley Baur

LEADERSHIP DEVELOPER • SPEAKER • CONSULTANT  
TRAINER • COACH • AUTHOR

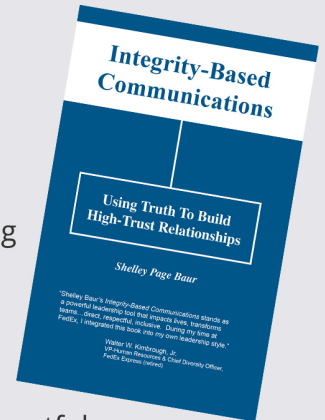
INTEGRITY-BASED COMMUNICATIONS: USING TRUTH TO BUILD HIGH-TRUST RELATIONSHIPS

## INTEGRITY-BASED COMMUNICATIONS: USING TRUTH TO BUILD HIGH-TRUST RELATIONSHIPS

### About the Book

Integrity-Based Communications (IBC) is a relationship improvement process emphasizing positive values that respect and honor all people...an ideal tool for leaders who want to empower the next generation of leaders. Integrity-Based Communications can become the foundation for implementing ethics and compliance throughout an organization...a respectful methodology for giving and receiving effective feedback, appropriate intervention, and intentionally managing one's career progression. Skills acquired include fine-tuning empathetic listening, speaking and behavior; self-awareness that leads to consistent, quicker, truth telling; discovering the elements necessary to achieve win-win solutions; embracing personal responsibility; and giving/receiving accountability for the consequences of one's choices and actions.

Outcomes include creating a culture of less stress, healthier relationships, and transformation of people, teams to achieve maximum organizational effectiveness. In both personal and professional settings, IBC is an ideal model for building high-performance teams by developing high-trust relationships. Effectively using the six behaviors of IBC helps to integrate ways of thinking, communicating and behaving that consistently reflect the highest standards of ethical choices to achieve personal and organizational goals.



## CONNECT WITH SHELLEY



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INTEGRITY-BASED COMMUNICATIONS: USING TRUTH TO BUILD HIGH-TRUST RELATIONSHIPS

Leveraging her talents as a leader, consultant, communications coach, writer, speaker, and facilitator, SHELLEY PAGE BAUR has transcended the popular notion of integrity as a measure of value and an alignment tool. Integrity is the cornerstone of her business model. She is best known as the brand architect of INTEGRITY-BASED COMMUNICATIONS (IBC), an educational platform by which she advances a methodology and philosophy geared toward honest, authentic communication. Widely considered an agent of transformational change, Shelley's core values encompass values-driven leadership, personal empowerment, and spirituality.

Unique in her approach, Shelley is an engaging and highly sought-after consultant and speaker whose impact is felt at all organizational levels. Laser-focused on creating and measuring positive, observable change, Shelley leverages open classroom discussion, video-driven instruction, and one-on-one coaching to translate the IBC process into action. In spreading her message of integrity and motivating others to think about the impact they make with words, actions, and gestures, Shelley raises the bar and leads by example.

Shelley Baur partners with companies and organizations to create a culture of integrity. She is a thoughtful and responsive corporate consultant who excels at assessing the client's needs and customizing the appropriate workplace programs. Shelley's flexibility in instructional design and her orientation toward strong results are evident at every turn. She is vigilant in tracking performance as the learning evolves, the ability to course-correct on the fly, and identifying employees who truly want to improve and align with their integrity. A quick builder of trust, Shelley is adept at confronting and overcoming negativity and creating the "aha" moment.



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*Shelley teaches how to establish a personal presence, whether in front of a group or at an intimate dinner; how to hold an interesting, impactful conversation with an audience, a small group or a single person; how to show respect by listening, getting to the point, and doing what you say... filling the critical gap not covered by speechwriters and image coaches.*

**David Miller**

VP-Strategic Customer Services  
Medtronic Spine & Biologics

*Shelley Baur's Integrity-Based Communications stands as a powerful leadership tool that impacts lives, transforms teams. Her methodology is direct, respectful, and inclusive...teaching incorporated into my entire HR organization at FedEx.*  
**Walter Kimbrough**  
VP-Human Resources  
FedEx Express (retired)

*To write a book titled Integrity-Based Communications could be dangerous for some people, but not for Shelley Baur. She truly walks the talk as a model for integrity. Delightfully, she generously pokes fun at her own life by default...before she began 'Living on Purpose.' Shelley is the mirror reflection for anyone attending a keynote speech, lunch & learn seminar, or coaching session with her. I know, because I have experienced all three situations, and have become better person each time.*  
**Judy Bell**  
PHR, CEO  
Judy Bell Consulting

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