

## Biographical Sketch

### Barbara Nichols Mencer, BS

Barbara Nichols Mencer is an organizational consultant for Apex Performance Strategies. Over the past 20 years, Barbara has served as a strategic director of business development in professional service companies and as a consultant, coach and trainer to non-profit and for-profit organizations across many industries, including law, accounting, real estate, high-tech, healthcare, hospitality, construction, and consumer products.

Having spent years working with executives, managers and teams at all levels, Barbara is able to quickly assess a client's strengths as well as their greatest areas for improvement. Working with the client, she helps them create and implement a plan that will provide maximum results and positions the client for success.

#### Consulting Specialties:

- Business Development
- Executive Coaching
- Management Coaching
- Leadership and Executive Development
- Performance Management
- Employee Selection and Retention
- Team Effectiveness
- Training and Development
- Time Management
- Change Management

Barbara holds a Bachelor's degree in business management and a coach certification from Coach U. She has written and had published numerous articles on business development and is the creator of a comprehensive legal practice building system, "*Making Rain Out of Mist.*" Barbara is also a frequent speaker to professional service groups and an instructor at the University of California, San Diego Extension.