

## Shari Barth Consultant



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Shari Barth is the founder and president of Optimal Training Solutions, a fully certified woman-owned business. Shari holds a Bachelor of Arts degree from The University of Michigan. She has more than ten years experience in training (assessment, design, development, and delivery), consulting (internal and external), coaching (individuals, teams, and departments), and project management (large and small scale).

Before founding Optimal Training Solutions, Shari was a Performance Improvement Consultant for JCPenney Direct Marketing Services. While at JCPenney, Shari managed the design, development and delivery of customer loyalty training that helped retain 1.4 million policyholders. She also served on a CEO-appointed task force that studied how to increase customer satisfaction. Prior to her work at JCPenney, Shari was a Senior Change Management Consultant for Andersen Consulting, where she helped develop the firm's Malcolm Baldrige National Quality Award training materials, and helped clients prepare for and successfully adapt to change.

Over the years, Shari has received numerous training certifications, awards, and honors. One of those awards is the prestigious Million Dollar Award, given to Problem Solving and Decision Making instructors whose workshop participants have collectively saved their organizations over a million dollars. Participants in Shari's workshops have tracked savings currently in excess of \$9,900,000.

Listed below is some additional information about Shari's background:

- ⊗ Shari has more than 11 years stand-up facilitation experience. This includes train-the-trainer certifications and meeting facilitation, as well as soft-skill, professional development workshops and functional job training classes.
- ⊗ Shari has more than 12 years consulting and coaching experience, both as an internal and an external consultant. She has worked in the insurance, direct marketing, customer service, telemarketing, retail, consumer products, utilities, healthcare, and banking industries.
- ⊗ Shari has more than 13 years instructional design experience. This includes designing and developing workshops from scratch, as well as customizing and re-designing existing workshops. Course content includes everything from soft-skill, professional development curriculums to functional job training subject matter.