

# William S. “Bill” Erwin

E-mail [billerwin27@hotmail.com](mailto:billerwin27@hotmail.com)  
909 E. Becker Lane  
Phoenix, AZ 85020

602-717-3239

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## Summary

Looking for results? My diverse background in training, training design, work design and sales demonstrates my ability to get results. I am an accomplished professional with a strong history of producing positive results, cultivating innovative training and work design that increases efficiency for both individuals and teams resulting in immediate and sustained profitability. My focus is on “the work,” specifically, how effectively and efficiently to align work with business and client goals and to the individual who must accomplish the work. My experience includes a diverse array of organizations from Fortune 500, medium, and small corporations to federal, county, and city agencies. I want to work with an organization that utilizes my skills to create dramatic improvements in the firm’s bottom line, powerful learning experiences that improve work efficiencies, while improving the work/life balance of those doing the work.

## Core Competencies

Innovative Leadership, Strategic Planning and Problem Solving, Sales and Sales Management, Work Design (Certified Work Style Patterns Inventory), Organizational Development, Conflict Resolution, Team/Staff Development, Communication Skills, Organizational Development, Curriculum Design, Training Delivery, and Training Design based on proven Instructional Systems Design techniques.

## Experience

### Founder and President

#### **Life Design, Inc.**

Innovative Leadership, Strategic Planning and Problem Solving

- Received the highest awards possible from key customers for **innovative leadership and problem-solving** techniques through implementation of the Work Style Patterns Inventory© and *Ergolinguistics*<sup>TM</sup> to facilitate team development and work redesign resulting in empowered, self-directed teams
- Used exceptional strategic thinking to **restructure a city finance department** that became much more responsive to other city departments resulting in improved communications, work planning, and timely execution based on true business needs.
- **Transformed the area office of a federal agency** from unresponsive service provider to engaged responder to “customer” needs
- **Redesigned customer service agreements** for large corporations that eliminated customer confusion and dissatisfaction which directly contributed to delighted customers.

Sales and Sales Management

- **Led sales and marketing** efforts from company’s inception
- Conducted “cold calls” resulting in **multiple short and long term contracts** across private and public organizations.
- **Grew the work** by creating strong teams focused on exceeding customer expectations

Training Delivery and Training Design

- Developed a strong team of independent contractors **providing classroom, web based, and CD based training**, training design, and work design services to public and private sector clients

- Designed and implemented “Tailoring Work Product” and “Inspection of Work Product” courses **resulting in a cost savings of over one million dollars** for the agency that deployed these training capabilities
- Extremely diverse individual who can **meet multiple needs from across the firm** as evidenced by my designing multiple courses in Customer Service, Sales Training, Diversity, Conflict Management, Dealing with Difficult People, Life Design, Preventing Sexual Harassment, the Human Side of Reengineering, and Team Development
- Trained software engineers in a unique course I designed that utilized “work while learning” resulting in completed work projects during training which **made the courses “cost free” to the firm**
- Developed Computer Based Training tools for software engineers providing “just in time” training opportunities **without interrupting day-to-day work activities**

### **Broker**

#### **[FLEX \(Federal Land Exchange, Inc.\)](#)**

Real Estate Exchange Specialist

- Monitored contractual agreements generated by sales team, **protecting firm from contractual errors** which resulted in zero legal ramifications to the firm
- Developed sales relationships with high net worth individuals re-sales for firm **resulting in over \$55,000,000 in sales and re-sales for the firm**
- Managed and trained **a distributed sales team**
- Top sales performer for firm **resulting in over \$5,000,000 in commissions and fees net to the company**

### **Founder and Vice-President**

#### **[Agri-Business Research Corporation](#)**

Specialist in working with diverse organizations, public and private, in arid crop development

- Developed unique joint venture with **Goodyear Tire & Rubber, Arizona State University, Indian tribes**, and the **Department of Interior** to produce guayule (desert shrub producing natural rubber)
- Developed over 320 acres of guayule securing seed base for **development of US strategic material**
- Consulted with **English and Saudi Arabian** agriculture programs to develop other arid land crops
- Consulted with **Micronesia** regarding economic development; created institutional and private joint venture agreements resulting in economic development programs.

### **Mayor**

#### **[City of Flagstaff](#)**

City Government

- **Managed key members** of public work force
- **Developed winning proposals for contracts in the public sector**
- **Used strong communications skills to increase citizen input** into city government through “Open Door to the Mayor” program, through broadcasting council meetings, and involving citizens in completion of long ignored projects.

### **College Instructor**

#### **[Arizona State University, Northern Arizona University, Mesa and Glendale Community Colleges](#)**

- Served as college instructor from 1974 – 2025 at two state universities and two community colleges
- Courses: American History, Public Administration, Humanities, and History of World Religions
- Instructor: Organizational Leadership Unit, School of Applied Professional Studies, College of Integrative Sciences and Arts, Arizona State University

- Current Courses for Arizona State University:
  - The Aikido Way to Conflict Transformation;
  - Artificial Intelligence: The Human Side;
  - Social Processes in Organizations
  - Organizational Ethics;
  - Socrates the Super Worker: Developing Personal, Job, & Workplace Alignment
  - Starbucks Leadership Course

## **Education & Professional Development**

B.A. (Maryville College)

M.Div. (Louisville Presbyterian Theological Seminary)

M.A. (Northern Arizona University)

Certification: Work Style™ Patterns Inventory (WSP™)

Certification: DISC

Licensed: Arizona Real Estate Broker

Author, “Consumer Participation in Aging Planning,” Gerontologist

## **Professional Affiliations**

Arizona College of Allied Health Advisory Board Member

Member Arizona Private Schools Association

Past Member Northern Arizona Council of Governments

Past Member League of Arizona Cities and Towns

President, Cornucopia, a non-profit corporation

Founder, The Holo-tropic Integration Circle

## **References**

**John Voss**, Marketing Manager, Accenture

**Larkin Hicks**, President, Arizona College of Allied Health

**Wayne McCoy**, Software Process Lead, Honeywell

**Don Davis**, Area Director, Phoenix Area of Indian Health Service

**Larry Apke**, Manager, LINC software Development, Maximus

**Jim Weldon**, President, Trovo, Inc.