

## **Biography of Ron Willingham, Author *The Ten Laws of Wealth and Abundance***

Ron Willingham is the author of twelve books, including *The Ten Laws of Wealth and Abundance*, *The Inner Game of Selling*, *Integrity Service*, *Integrity Selling for the 21<sup>st</sup> Century*, *Hey, I'm the Customer*, and the soon-to-be-published *The You, You Never Knew*.

Ron's life story reads like an American "rags-to-riches" classic. A native of Amarillo, Texas, Ron struggled as a student. A learning disability prevented him from passing tests, remembering dates and facts or rehearsing the things he read. While he had little interest in academics, he discovered a natural gift for reducing concepts to simple, actionable steps. Over forty years ago, he put this skill into practice as the founder of Integrity Systems. Starting with nothing but determination—and debt—he built an international training and development company that inspired the confidence of such prestigious clients as IBM, Johnson & Johnson, The American Red Cross, The Guardian Line Insurance Company, State Farm, The Principal Financial Group, Pier 1 Imports and over 2,000 others. Ron recently sold the company for several million dollars.

Since entering the training and development field in the mid-sixties, he has written over thirty courses that have been conducted in over eighty nations and translated into several foreign languages. Over 27,000 facilitators have been certified to conduct these courses, with upwards of two million graduates. His courses include *Integrity Selling*, *The Customer*, *Managing Goal Achievement* and *Integrity Coaching*.

Since retiring, he has founded a new development company, LifeScript Learning Systems, headquartered in Phoenix, Arizona. LifeScript's courses include *The Way to Wealth*, an eight-week course helping people set and achieve personal and financial goals. The company is also producing LifeScripting, a ten-week goal-achievement and personal success course.

Widely recognized for his innovative training and development concepts, Ron has pioneered many interactive group learning processes that help create behavior change in participants. Tens of thousands of people enrolled in his courses are increasing their incomes, earning job promotions and generally setting and reaching higher goals for themselves.

Ron is a founder of Kids at Hope, a non-profit organization that works through schools, Boys & Girls Clubs and YMCA groups. Since its inception in 2000, over 300,000 children have been reached.

Ron lives in Phoenix, Arizona, and Santa Fe, New Mexico. He has two grown daughters and four grandchildren and enjoys working out and taking in the art galleries and natural beauty of Santa Fe.