The Tech

Contemporary College Comment

Think Big

"Think in big lines," admonizes Mr. J. Whiton, General Manager of the New England Life Insurance Company, when he addresses the Deans of Universities and Colleges on the importance of goodwill in insurance business. He reminds his audience that the success of any organization depends on its ability to sell its products. Mr. Whiton stresses the importance of establishing a strong foundation for future growth and expansion. He encourages his audience to think big, to plan for the long term, and to cultivate a positive image in the minds of potential customers. His words serve as a reminder to all professionals that success often depends on the ability to think broadly and to plan strategically for the future.