



SOCIETY OF ACTUARIES

Article from:

The Stepping Stone

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Reader Feedback

Lance Poole wrote an interesting article for our February 2014 issue titled “Get Emotional.” He received this feedback from readers:

“Say, I really enjoyed your article in The Stepping Stone. It reminded me of when I worked with annuities years ago, and I would realize that the company was more profitable if folks died early. It made me think—those are real people... someone’s mother, father, grandma, grandpa, etc. We do need to use our right-brains too and not lose sight of the people behind the statistics.”

Jamie Shallow, Associate Director, UnitedHealth Group

“I just wanted to email you and congratulate on the publication of The Stepping Stone article! I truly enjoyed reading it and it gives a perspective that you usually do not see in actuarial publications.”

Kamilla Svajgl, Principal & Consulting Actuary, Milliman

And Stephen Huppert (@stephenhuppert) sent out this tweet:

“A great article from @lancepoole reminding us to be more connected to impact your business has on your customer.”

You can catch up on Lance’s article and all of the rest of the content in that or any recent past issue on the SOA website at:

<http://www.soa.org/news-and-publications/newsletters/management-and-personal-development/pub-management-and-personal-development-details.aspx>.

We love to hear your comments (good or bad) about anything we publish in *The Stepping Stone*. Drop me your thoughts at SteppingStone@JHACareers.com.

—John West Hadley, Editor