



MITT
ROMNEY

A Life

The Editors of New Word City

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In 1978, in a classroom on the campus of the Harvard Business School, Mitt Romney stood before a gathering of Mormon students. Thirty-one years old, tall, handsome, confident, already a successful management consultant, his assignment was to discuss the challenges of balancing work and family life. Romney - who had graduated from the business school three years earlier - began with an analogy. “Think of yourselves as corporations,” he instructed his audience. “You have the same question as General Electric. Your resources are your time and talent. How are you going to deploy them?”

Using a chart to help illustrate his points, Romney went on to label various components of life as “businesses” – profession, family, church, community, self. Each business demanded a different allocation of resources, which included time, energy, knowledge, skills, talents, money, and faith. Work required the greatest share of resources and delivered the most tangible result: wealth. On the other hand, Romney said, “Your children don’t pay any evidence of achievement for twenty years.” But children and spouses should not be ignored: Failing to invest sufficient resources might cause them to become drags on “the corporation,” lowering morale and draining time and energy from the enterprise.

Romney’s presentation was well received. He had made a strong

case for the importance of family time. Emotion was taken out of the equation and replaced with reason.

This anecdote reveals much about Mitt Romney. He is driven, smart, optimistic, analytical, methodical, not afraid to lead, a strategic thinker who stays focused on his goals. But he can also be dispassionate, entitled, and lacking in spontaneity. Sometimes, he has difficulty connecting with people on an emotional level.

Thirty-four years later, as he seeks the presidency of the United States, these same traits are on display. Setbacks hardly seem to faze him. He is prepared, focused, disciplined, and runs a well-organized campaign. He also has trouble expressing empathy and forging a visceral bond with voters. And his drive to get to the White House has led him to switch positions on a number of issues, raising questions about his core beliefs.

Does Mitt Romney have the makings of a great president? Let's take a look at his journey so far and what we can conclude from it.

Gentleman, Start Your Engines

Willard Mitt Romney was born in Detroit on March 12, 1947. His father, **George**, spent much of his life as a businessman. Tall, handsome, square-jawed, and ramrod straight, George Romney would go on to lead automaker **American Motors** to a remarkable turnaround before entering politics and becoming Michigan's governor. At George Washington University, he met his future wife, Lenore. Intelligent and independent, she wanted to become an actress, and, in 1929, after graduating from GWU, she moved to California to accept an offer from a film studio. George followed her there. For four months, she played bit parts alongside the likes of Greta Garbo and Jean Harlow. Metro-Goldwyn-Mayer offered her a three-year, \$50,000 contract. Lenore was thrilled, George was not. In what he later described as "the biggest sale of my life," he convinced her to forgo a film career and marry him.