

GOLDSBERRY RONALD E
Form 4
October 05, 2011

FORM 4

**UNITED STATES SECURITIES AND EXCHANGE COMMISSION
Washington, D.C. 20549**

OMB APPROVAL

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STATEMENT OF CHANGES IN BENEFICIAL OWNERSHIP OF SECURITIES

Filed pursuant to Section 16(a) of the Securities Exchange Act of 1934, Section 17(a) of the Public Utility Holding Company Act of 1935 or Section 30(h) of the Investment Company Act of 1940

(Print or Type Responses)

1. Name and Address of Reporting Person *
GOLDSBERRY RONALD E

(Last) (First) (Middle)
1 FOUNTAIN SQUARE
(Street)
CHATTANOOGA, TN 37402
(City) (State) (Zip)

2. Issuer Name and Ticker or Trading Symbol
Unum Group [UNM]

3. Date of Earliest Transaction
(Month/Day/Year)
10/03/2011

4. If Amendment, Date Original Filed(Month/Day/Year)

5. Relationship of Reporting Person(s) to Issuer

(Check all applicable)

Director 10% Owner
 Officer (give title below) Other (specify below)

6. Individual or Joint/Group Filing(Check Applicable Line)
 Form filed by One Reporting Person
 Form filed by More than One Reporting Person

Table I - Non-Derivative Securities Acquired, Disposed of, or Beneficially Owned

1. Title of Security (Instr. 3)	2. Transaction Date (Month/Day/Year)	2A. Deemed Execution Date, if any (Month/Day/Year)	3. Transaction Code (Instr. 8)	4. Securities Acquired (A) or Disposed of (D) (Instr. 3, 4 and 5)	5. Amount of Securities Beneficially Owned Following Reported Transaction(s) (Instr. 3 and 4)	6. Ownership Form: Direct (D) or Indirect (I) (Instr. 4)	7. Nature of Ownership (Instr. 4)
Common Stock	10/03/2011		A	291 (1) A	\$ 0 31,201 (2) (3)	D	

Reminder: Report on a separate line for each class of securities beneficially owned directly or indirectly.

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(9-02)

Table II - Derivative Securities Acquired, Disposed of, or Beneficially Owned (e.g., puts, calls, warrants, options, convertible securities)

We work in an industry that is probably experiencing more change than anywhere else in the world. Health care, anywhere in every country is under pressure and will continue to be a dynamic part of any economy.

And so legacy Actavis has, has done a fantastic job managing through a lot of changing. A testament to your strength of your people. Forest has recently experienced more change and I think has, the people at Forest have, have risen to the challenge.

01:13-01:25 That's the way you maintain competitive advantage. And I think as long as we communicate and, and lay out a plan, people are going to be able to manage it as well as any other company can.

Bob Stewart
01:25 01:45
Change is always unsettling. Right? But I think the important thing is, for everybody, is to make sure that you're not focusing in the rear view mirror in terms of where you're coming from. But, more where we're going as a company. It creates much more momentum for the combined company if everybody can be focused on where we're going as a company as opposed to where legacy companies have come from.

David Buchen
01:46 02:12
You can look at change as being unsettling or you can look at it as an opportunity. And I think the key to success is to look at it as an opportunity. We are a dynamic business, we move at a very rapid pace and that means that things are always going to be changing, and it's not just because we are combining two companies, it's because we're in a very, very fast paced business.

Every one here is embracing change as part of this combined company.

Bob Stewart
02:13 02:38
Look how much has changed just in the industry in the last year with wholesalers trying to act like retailers and retailers trying to act like wholesalers. And the macroeconomic situation that exists you know, globally and look at the competitive environment. With all the other consolidation going on, I mean we have got to change with that and make sure that we're changing from a position of strength, which both companies are doing, as opposed to trying to react too late.

Bill
02:38 03:07
And you know, you have to have the courage to think out of the box; produce original ideas, think about how to gain an edge and then force those ideas into practice. And I think, for the commercial area, you're right, the face of the customer is very different today than what it was several years ago and we have to think about being as innovative as we possibly can, and, Brent, you've said it many times to me, test as many things as you possibly can so that you can be there before someone else can be.

Paul
03:07 03:27 The space that, that you're dealing in, Bill, is unbelievably fast paced, new payers, new, new hurdles that you have to overcome. And we know how the operations environment is and how the R&D environment is. It's constantly changing. So, but, we take all the change and we try to be first to the end. I think we're going to be really, really successful with that.

David
03:28 03:46 One thing that will not change is that the customers are going to continue to expect a leading supply chain, high quality products, on time, at an affordable price, and so, you change, but you just make it even, even faster, even better, even stronger. That's what the customers are going to look for.

Bob
03:46 04:15 What we're all trying to accomplish with this combination is bringing a solution to the, the different needs of not only the customers, the payers and solving some of these macroeconomic issues around health care and health care spend, as countries become more and more restricted in terms of how much money then can spend or invest, per capita, on, on health care by offering low cost medications as well as innovative therapies, that's going to make the difference. And I think we're on the front edge of, of that change.

Brent
04:16 - 04:22 If we make change our ally in a strategic weapon we'll be at the forefront and that's where we want to be.