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## Dreaming and Inspiration from the Depression

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Usually I write about pretty boring stuff like growth and profitability, but this article is about dreams and achieving them. It occurred to me that you, like so many other people might be thinking a little too much about the economic situation we're in and the consequences it may have for you, your business or your family. I know I tend to do that so here's an article to help you focus on the next dream.

As an antidote to depression thinking and to further your dreaming I found out what kind of dreams were realized in the worst economic downturn we've experienced as humans; the Great Depression.

As you peruse the inventions and great new, long lasting concepts and products that came out of the depression, think about your own business and what new needs your customers are going to have as a result of the change in economic times and develop the next Monopoly (or monopoly!)

Notice how every year had a great invention or product release:

- 1929 Car Radio (AM not XM)  
Yo-Yo
- 1930 Scotch Tape  
Neoprene  
Jet Engine
- 1931 Stop action photography  
Electron Microscope
- 1932 Polaroid Photography  
Parking Meter
- 1933 FM Radio  
Drive-In theater
- 1934 Monopoly the game
- 1935 Nylon  
Radar
- 1936 Colt Revolver
- 1937 Photocopier
- 1938 Ballpoint pen  
Teflon
- 1939 First successful helicopter
- 1940 Color television

If you think this is fun to think about, Redbank hosts a Profitable Growth Series Executive Breakfast each month. Bring your dreams and a guest with you to our next session and kibitz with colleagues and experienced old hands about ideas for profitable growth.