



**ENTREPRENEURS  
ARE EVERYWHERE**

# Brett Holland

I am the GM Innovation Services at Creative HQ. I believe everyone can be innovative and our job is to help people unleash their inner entrepreneur.

## My 4 bullet point CV

- Founder of several tech startups, one with Caterpillar as a partner
- Also helped build a family business
- Originally from the great city of Chicago
- MBA from University of Chicago

Paid slightly under tonight.  
Friday last. Fresh news-  
man to meet needs.  
Telephone 11 1/2. High Building.  
No. 111 Wall Street, New York.  
No. 111 Wall Street, New York.

# BROOKLYN DAILY EAGLE

And Complete Long Island News

LATE NEWS

WALL STREET  
1:15 P.M. 1929

52nd YEAR—No. 255.

NEW YORK CITY, THURSDAY, OCTOBER 24, 1929.

WEDNESDAY

32 PAGES

THREE CENTS

## WALL ST. IN PANIC AS STOCKS CRASH

### Attempt Made to Kill Italy's Crown Prince

#### ASSASSIN CAUGHT IN BRUSSELS MOB; PRINCE UNHURT

Royal Sultor Was About  
to Lay Wreath on Un-  
known Soldiers' Tomb.

Princess, Deeply Mored,  
Falls Into France's  
Arms and Kisses Him

Brussels, Oct. 24 (AP)—Crown prince Umberto, after the attempt on his life in Rome, was seen today in Brussels, where he was surrounded by a mob of soldiers and officers. He was seen to embrace a woman who was believed to be the assassin. The princess, who was deeply moved, fell into the arms of the man and kissed him.

#### Hollywood Fire Destroys Films Worth Millions

ATTEMPT MADE ON LIFE



Crown Prince Umberto.

Consolidated Studios Are  
Swept by Flames Fatal  
to One—Master Pictures  
Burned Include Many  
New Talcott Productions.

Hollywood, Oct. 24 (AP)—The fire that swept through Consolidated Studios today, destroying master pictures worth millions of dollars, was the result of an attempt to kill the prince. The fire, which started in a room used for the production of new Talcott Productions, destroyed many of the studio's most valuable films.

#### FEAR 52 PERISHED IN LAKE MICHIGAN; FERRY IS MISSING

Wreckage Picked Up In-  
dicates Craft Went  
Down With All Aboard.

Stowaway, Wis., Oct. 24 (AP)—The fire which destroyed the ferry boat, with 52 aboard, had scattered the wreckage on Lake Michigan today. The wreckage, which was picked up by a boat that had been ordered to look for the missing craft, indicated that the ferry had gone down with all aboard.

#### PIECE OF PLANE LIKE DITEMAN'S IS FOUND AT SEA

Black and Orange Wreck-  
age Indicates Daring  
Flier Went to Death.

St. John, N. F., Oct. 24 (AP)—The wreckage of the airplane, which was found at sea today, was believed to be that of the plane in which Diteman was flying. The wreckage, which was black and orange in color, was found by a boat that was out on a search for the missing plane.

#### High Duty Group Gave \$700,000 to Coolidge Drive

Grundy Agrees Rates Went  
Up Due to His Activi-  
ties as Propagandist.

Washington, Oct. 24 (AP)—Joseph R. Grundy, Detroit, Pa., manufacturer who admitted he had been lobbying in the capital for several decades in the interest of a protective tariff, testified before the Senate today that he valued \$700,000 for President Coolidge's campaign in 1924 and that most of the money came from business men making higher tariffs.

#### FOR MORE LOBBYISTS

Washington, Oct. 24 (AP)—Joseph R. Grundy, Detroit, Pa., manufacturer who admitted he had been lobbying in the capital for several decades in the interest of a protective tariff, testified before the Senate today that he valued \$700,000 for President Coolidge's campaign in 1924 and that most of the money came from business men making higher tariffs.



JOSEPH R. GRUNDY

#### STOCKS CRASH IN RUSH TO SELL; BILLIONS LOST

Morgan, Mitchell Buying  
Stocks in Effort to  
Check Rush to Unload.

Wall Street was in a panic today, with no one to take it up. The market crashed to its lowest point in many years. Morgan and Mitchell were buying stocks in an effort to check the rush to unload. The loss of billions of dollars was reported from all parts of the country.

Princess, Oct. 24 (AP)—A shot fired at the crown prince of Italy at 8:45 a.m. today was about to be followed by a second shot.

CARNEGIE CHARGE  
OF PAID ATHLETES

HOOVER'S TRAIN  
HALTED BY AUTO

WARDER SOUGHT  
TO KEEP SEA TRIP

SOMERS NAMED  
AS HEAD OF NEW

WARDER SOUGHT  
TO KEEP SEA TRIP

SOMERS NAMED  
AS HEAD OF NEW



“For companies with cash and ideas,  
history shows that downturns can provide  
enormous strategic opportunities.”

*Innovation lessons from the 1930s*

McKinsey & Company

# INNOVATION

Innovation =  
**effective problem  
solving**

1. Build a **team**
2. Find a **problem** worth solving
3. Get a clear view of the **outcome** people want
4. Stimulate yourself to **think broadly** about a solution
5. **Validate** that your solution solves the problem and delivers the outcome



# 1. Build a team

# FUTURE SKILLS

ARE YOU READY FOR THE FUTURE OF WORK?

[TAKE THE ASSESSMENT](#)



## 2. Find a problem worth solving

3. Get a clear view of  
the outcome people  
want

4. Stimulate yourself  
to think broadly  
about a solution

5. Validate that your solution solves the problem and delivers the outcome

BUSINESS

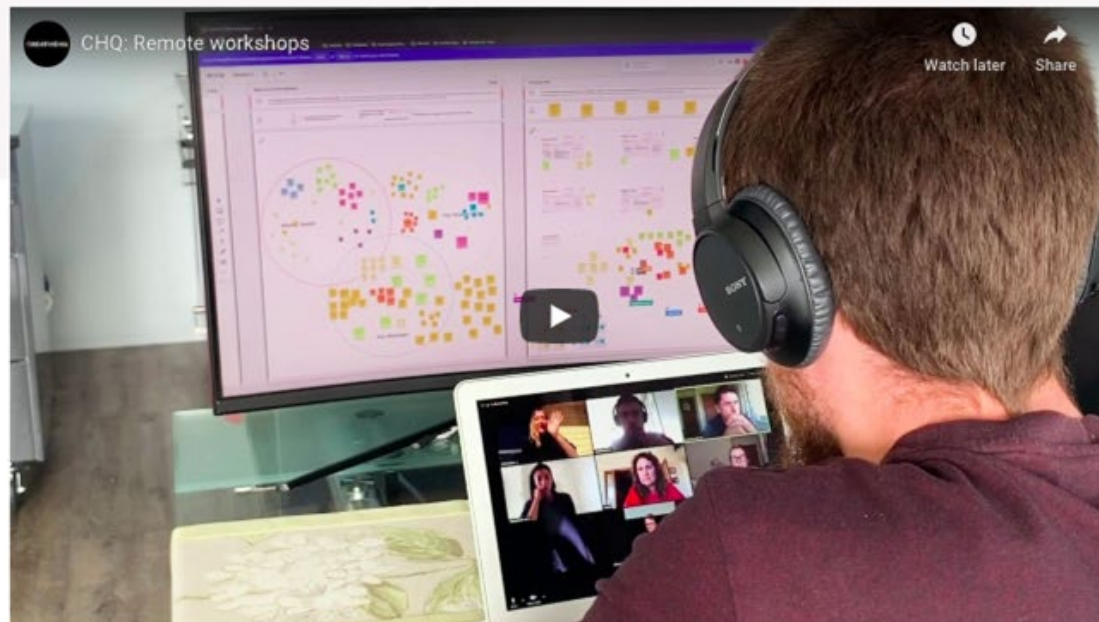
# Thrive Programme

THRIVE 2020 is a series of online workshops designed to equip your business with skills to pivot, grow or build.

## What is it?

The Thrive Programme is a series of interactive workshops where you will be introduced to some of the tools and methodologies that [Creative HQ](#) uses to help businesses change the way they work and solve problems.

Not only will the programme teach you how to survive a crisis, but also how to reimagine and thrive.



# Get in touch

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