



# Tudley's

wristwatch  
and the battery

*that never died.*



**Written by**  
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# My Grandmother

*Trudy* was born in  
Ishpeming,  
Michigan in

# 1913.

Throughout her 99 years on this earth, she lived through two World Wars and the Great Depression, and during the turbulent times she (and my grandfather Howard) lived through, many things impacted her. Wars brought hardship, economic depression brought scarcity, and Trudy had to learn to adapt. Thankfully, she managed to not only survive these extremely difficult times, but even to prosper. Trudy and Howard had children, started a business, bought vehicles and property, and led a successful life. And somewhere along the line, Trudy bought herself an expensive wristwatch.

*One of my most cherished memories of my grandmother took place every night at 9:30pm.*

Every single night, before going to bed, Trudy would open the back of her watch, remove the battery, and place it on her bedside table. She explained to me once that she did this to minimize usage and extend the life of her watch.

You see, despite the prosperity that she and my grandfather had achieved, Trudy never forgot where she had come from, and what her family had survived throughout the years. The ritual of removing her watch battery every night, which lasted for her lifetime, was her way of not taking for granted plentifulness, and remembering the scarcity that made her and her family stronger.

Times like the one we're living through now inevitably cause temporary changes in behavior, but they also lead to the creation of new "rituals" – actions both big and small that persist after the moment has passed, often for generations.

Exploring rituals vs. behaviors is key to conceptualizing what we'll leave behind and what we'll continue to carry with us once the COVID-19 pandemic has passed. What will we choose to hang on to, as a reminder of what we lost?



*How*

WILL THIS MOMENT IN TIME GET ETCHED INTO OUR MINDS AND ACTIONS, EVEN YEARS DOWN THE ROAD?

These are just a few of the new rituals we might see emerge:

*Late*  
**NIGHT**   
**INTROSPECTION**

Enjoying a warm beverage with a chocolate or biscuit after everyone has gone to sleep.

*Finding*  
**SAFETY**   
**ON THE ROAD**

Spending more time in vehicles because they see it as a "safety bubble."

*Creating*  
**A RAINY**   
**DAY FUND**

Regularly contributing to a financial product for emergency savings.

*Me*  
**TIME** 

Viewing content individually on a portable tablet versus the family TV in order to have alone time within a more crowded household.

This importance of rituals,  
how they manifest, and what  
they mean for business is  
something we'll continue to  
explore at Ahzul, so...

# Stay tuned

*For More!*

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