

This week I have set out to research a story of someone's or something's success that started with failure, or a series of it. I have stumbled across the story of a product that was invented over sixty years ago. This product has a large variety use, over two thousand they say. It's used for everything from fixing squeaky hinges to cleaning dust of artificial plant leaves. It comes in a blue and yellow can and is found in almost every home within one hundred forty-six countries, you guessed it, WD-40.



The story of WD-40 is; a company called Rocket Chemical CO. INC. in Southern California wanted to create a solution that they could put on their rockets to prevent rust and corrosion. The problem was that they could not find the right formula that worked. They tried thirty-nine formulas and still could not get it right. But, with all those failures came success within attempt number forty. They finally created a water displacement formula that worked and it took forty tries, hints the name WD-40 (water displacement, formula 40). It was a success produced from failures. And to keep the formula proprietary, the only copy of this secret, pencil written formula is currently locked away in a vault in Southern California.

Now let me share with you why I chose this story and how I connect it to my journey. Foremost I love the product and am a user of it. But this story is one of a company whom gained from every single time they failed. Rocket Chemical co. never gave up, even after failing short thirty-nine times, and never will I. I have failed at many tasks before, but every time I emerge a better educated man. Just like the creators of WD-40 I will never give up. I will reformulate myself as many time as it takes to become a success in life. All the other formulas I have tried in the past have not worked, as far as taking me where I want to go in life. So the choice I have made to pursue a degree is my new formula. Stories like this make you ask yourself; Is there really a thing such as a failure? Or, are failed attempts just new lessons?

Resources

WD-40 60 Years and Going Strong. (2015, September 14). Retrieved January 13, 2016, from <http://abcnews.go.com/WNT/video/wd-40-60-years-strong-33758956>