

Fleet Financial Group and Norstar Bancorp

See how we used Fleet's 200th anniversary to mesh the cultures of two recently merged institutions..



See how we helped the newly merged Fleet/Norstar Financial Group use its 200th anniversary as a platform to integrate two competing cultures into one unified company.

Fleet Financial Group merged with Norstar Bancorp, and faced the challenge of integrating two highly competitive and distinct organizations. With its 200th anniversary on the horizon, Fleet turned to The History Factory for help in commemorating the event. Perceiving an opportunity to not only celebrate their anniversary, but also address the anxiety created by the merger, we suggested a comprehensive 200th corporate anniversary program that supported the merger by highlighting the similarities between the companies' histories, thereby helping to fuse the corporate cultures of both institutions.

With this goal in mind, The History Factory's experts scoured the histories of both organizations and made a remarkable discovery: Fleet and Norstar had a shared history that dated back to the American Revolution. Norstar founder Elkanah Watson had apprenticed for John Brown, founder of Providence Bank, Fleet's oldest ancestor. What's more, Watson had gone so far as to free Brown from a British garrison during the American Revolution. After the war, both men went on to start their own institutions, and the story of their kinship was lost over time—that is, until The History Factory recognized a document signed by John Brown in an Elkanah Watson portrait during our research.

(PAGE 1 OF 2)



THE HISTORY FACTORY

14140 Parke Long Court, Chantilly, Virginia 20151-1649 T : 703-631-0500 F : 703-631-1124 www.historyfactory.com

©The History Factory. All rights reserved.

(FLEET/NORSTAR FINANCIAL GROUP PAGE 2 OF 2)

The History Factory combined rarely seen photographs, artifacts, documents, and film with employee interviews from both institutions to produce *The Stage Is Set*, a 17-minute video that showcased the link between the banks' founders and other historical common ground. *The Stage Is Set* was shown to employees during anniversary celebrations, to management at conferences and training sessions, and to new business prospects. It served to both entertain viewers and ease the tension surrounding the merger.

With The History Factory's help, Fleet/Norstar successfully used its 200th anniversary as a platform to integrate two companies with their own, unique cultures into one unified company.

Is there a story like Watson and Brown's in *your* history? Contact Jason Dressel, Vice President of Business Development, at 703.631.0500 or via email at jdressel@historyfactory.com to see how your company's upcoming anniversary can support your strategic objectives. You may also request case studies and a full capabilities kit using our simple contact form.

The History Factory is a heritage management firm that helps organizations discover, preserve and leverage their history to meet today's business challenges.



THE HISTORY FACTORY

14140 Parke Long Court, Chantilly, Virginia 20151-1649 T : 703-631-0500 F : 703-631-1124 www.historyfactory.com

©The History Factory. All rights reserved.