

Winston & Strawn

See how we're helping Winston & Strawn celebrate a milestone with meaning..



Winston & Strawn, one of the nation's oldest and largest law firms, reached a milestone that few attain: 150 years. In a time of great scrutiny over the fundamental principles underlying some of the largest and most well established corporate entities, that longevity is no small achievement.

The firm approached its anniversary as an opportunity to bring its past forward as a way to support a number of organizational objectives. Among them: instill a firm-wide culture that celebrates the best aspects of its character; raise the visibility of the firm within metropolitan areas where it has offices, among its prospective hires, and among individuals who purchase legal services or influence others in the purchase

of legal services; increase exposure and contact with key business leaders and executives; and “give back” to clients and communities that have supported the firm.

To accomplish those objectives, Winston & Strawn turned to The History Factory to create an anniversary theme and comprehensive plan. As it does in all cases, The History Factory began with its proven methodology of “start with the future and work back.” From that vantage point, it was clearly evident that the firm’s ability to envision and grasp opportunities—at times when few firms are able to see they exist—is ingrained in its character, and is a trait well worth celebrating. The History Factory also identified that the firm’s founder placed great importance upon hard work and education.

The resulting anniversary theme, “Opportunities through Education,” was the basis of the yearlong celebration, enabling Winston & Strawn—both on a firm-wide and individual office basis—to create a meaningful anniversary through education. In addition to a parallel program that included a pro bono pledge by the firm’s lawyers, the anniversary program included a traveling exhibit and videotaped congratulatory messages from senators, congressmen, and business leaders; special events; a documentary film; a book; and a targeted advertising and public relations campaign to raise the firm’s visibility.

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

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