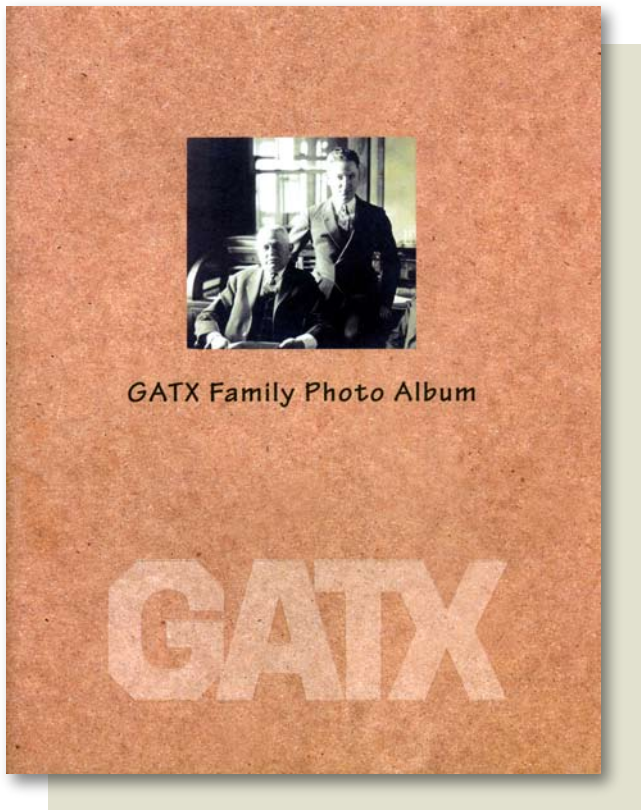


GATX

See how we helped GATX put together its own anniversary celebration with a unique “Train the Trainers” program ...



Facing its 100th anniversary, GATX had a unique request for The History Factory: Could we come up with a program to help the company's Anniversary Coordinators handle the celebrations themselves? We could—and we did. We developed and implemented a “Train the Trainers” program. It brought GATX's Anniversary Coordinators together in Chicago, and it helped define anniversary objectives and promote the sharing of information and ideas about turnkey programs for GATX locations. It also encouraged the organization of functional corporate teams for anniversary activities.

The History Factory helped instill a sense of excitement, as well as providing expert guidance to the anniversary coordinators charged with making the celebration a real success. GATX wanted to use the anniversary to increase public visibility and educate employees. We helped give GATX employees and shareholders a vision for the future, and even made their families a part of the celebration. GATX also looked to The History Factory for guidance in increasing philanthropic opportunities and making a measurable difference in surrounding communities.

We created a customized training handbook, which was handed out at the Chicago training sessions. We taught the Anniversary Coordinators how to capitalize on primary GATX themes: being a single, global company, a customer-driven and technological leader.

One key component of our training program for GATX was its flexibility; local offices could implement it in part or in whole, depending on their specialized requirements.



THE HISTORY FACTORY

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

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