



HERITAGE MANAGEMENT:

The practice of taking the collective memory of an organization and systematically telling a story that is compelling, authentic and relevant in order to ensure that the organization's past remains a vital element in the collective identity of the future.

WHY LEADERS APPLY HERITAGE MANAGEMENT

- To shape the future by understanding past experiences
- To inspire and inform innovation
- To sustain brand loyalty
- To authenticate current messages
- To reduce risk
- To change without losing character

Archivists, technology specialists and business people work together in the Archives Lab to deliver a broad range of solutions, all focused on helping clients capture, preserve and access content for today and tomorrow.

THE HISTORY FACTORY HAS WORKED ON MORE CORPORATE ANNIVERSARIES THAN ANY OTHER COMPANY IN THE WORLD.

WE CONNECT ANNIVERSARIES TO PRACTICAL BUSINESS OBJECTIVES AND DEVELOP ORIGINAL PROGRAMS THAT FIT EACH COMPANY'S NEEDS AND CULTURE.

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OUR MISSION

Transform our shared passion for the power of history into meaningful, actionable and long-lasting benefits for appreciative clients.

“**The History Factory is unique in that we didn't emerge from an existing business paradigm.** From the outset, we were independent thinkers with a passion for an untested idea. We were naïve, stubborn and impatient. Nobody could tell us that history wouldn't work as a management tool for competitive organizations.”

— FOUNDER AND CEO BRUCE WEINDRUCH



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CONSULTING, CORPORATE ANNIVERSARY PROGRAMMING, PUBLICATIONS, MUSEUMS AND EXHIBITS, NEW MEDIA, ARCHIVES, ORAL HISTORIES, STORY BANKS