



COVID-19 Real-Time Capture Program

Preserving and applying your experience
to today and tomorrow's business

What is the COVID-19 Real-Time Capture Program?

A program to capture, curate, codify and apply the real-time history your organization is making today. This includes your organization's institutional and human response to COVID-19, plus research to pull forward the historical examples of response to past challenges and crises that reinforce your organization's legacy of resilience and commitment to stakeholders. Absent these efforts, today's history will at best be a shadow of what actually happened; at worst, today's history will be lost to your future generations and provide no guidance on challenges they may face.

How is the Content from the Program Used?

Delivered as an organized and accessible collection of content, it can be leveraged to authenticate and inform crisis communications. Post-crisis, it can be distilled into key insights, learnings and best-practices to more efficiently and effectively confront future crises.

Benefits of the Real-Time Capture Program

Craft Compelling Crisis Communications

Add authenticity by blending your response to today's crisis with proof points from previous crises faced by your organization.

Ease the Transition into the New Normal

Use historical and contemporary context to accelerate the acceptance of new ways of working and other changes informed by this experience.

Distill Strategic Insights and Knowledge

Craft a playbook to prepare your organization for when—not if—the next crisis hits.

Unleash the Value of Your Heritage

Unearth relevant stories from the past to build confidence and belief.

Shape Executive Leader Legacies

Document the crisis experience to enable leaders to craft authentic narratives and position their personal legacies.

Authenticate Your DNA and Direction

Use documentation of past and present actions to reinforce your purpose, core values and brand.

Honor Heroes and Build Tomorrow's Legends

Ensure the stories of leadership, everyday heroes, innovations and actions are available to future generations to inspire their actions.



HISTORY FACTORY



COVID-19 Real-Time Capture Program in Action

History Factory is currently working with clients to authenticate their crisis communications and reinforce their values in action. This work begins by confirming a client's strategic messaging. Targeted research is used to identify historical proof points while proven discovery methodologies are implemented—including self-directed videos—to document the history our clients are making during the crisis. This includes both the institutional and human responses to the crisis.

Formal documentation and the captured human experience are curated and distilled for a variety of communications: CEO presentations, social media posts, advertising, documentaries and short-form videos, internal communications and more.

For many, the content will be ingested into their formal archives; for others, this effort confirmed the value of an archives and has become the seed for their future program. For all organizations, these materials ensure that their past is captured, preserved and available when the stories of this crisis need to be told to future employees, customers and communities.

**Contact us for a free consultation
to explore your company's
real-time capture needs.**

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