

What Companies Should Know About Their Histories — and How to Manage Them

THE C-SUITE PERSPECTIVE

"Perils of the Past" based on research conducted by Greentarget in collaboration with History Factory in August 2020. For the full report [click here](#).

90% of executives are concerned about potential **negative events** in their company history.

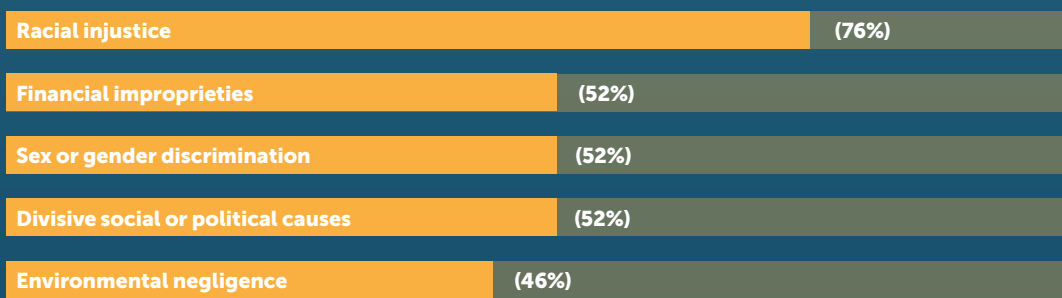
These include previous practices or incidents of racial injustice, sex or gender discrimination, financial improprieties, environmental negligence, or supporting potentially divisive social or political causes.



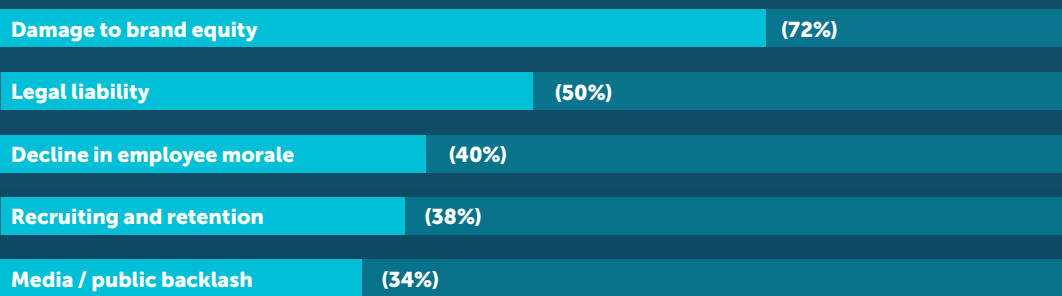
1 out of 4 have **"no idea"** what those potential events could be. . .



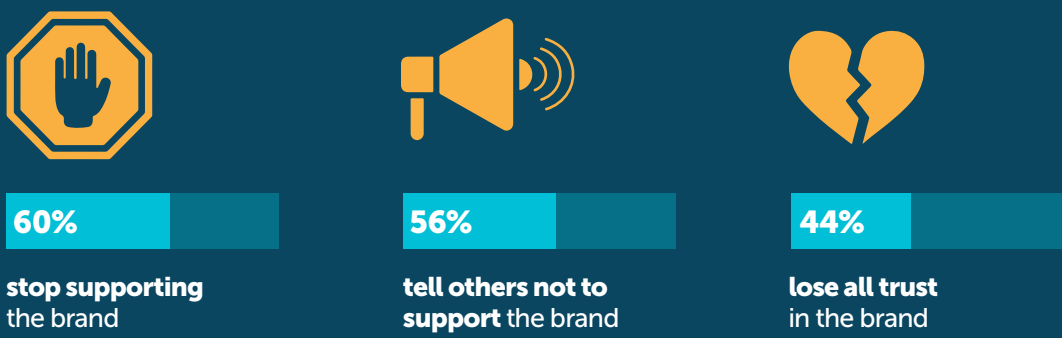
Executives believe public perception could be significantly impacted by **these types of events**:



And the greatest risks?



Upon learning of an event of this kind, **surveyed consumers would**:



Of executives that are aware of an issue,

only 26%

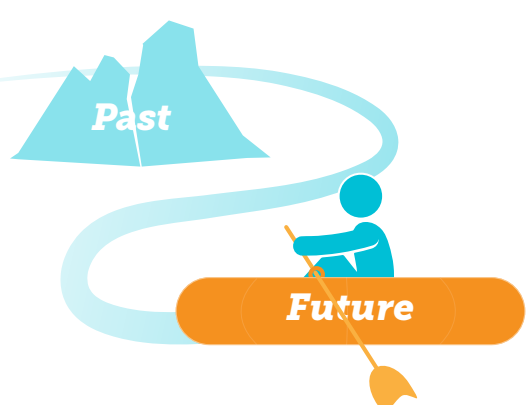
feel **"very prepared"** to deal with the events should they come to light.

Are you prepared?

We can help.

History Factory's **Brand Heritage Risk Assessment** provides confidential and objective research into issues that may be in your organization's past, because being forewarned is forearmed.

If you'd like to learn more about this or other services History Factory provides (company history books, exhibits, anniversaries, oral histories, archives) contact us.



HISTORY FACTORY

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