

## FAMILY WEALTH AND CULTURE SERVICES



## The future value of your business history

Offered through Wells Fargo Bank, N.A.

### *Perspectives on creating and leveraging a company archive*

A business history archive—a repository of critical records and artifacts that tell your story—serves as a company's bedrock especially in times of transition. The materials included in an archival collection can have permanent value as they explain:

- Who you are, what you stand for, your reputation, your family and business history, and your brand
- What you do, how you do it, your products and services, and your decision-making
- Where you are headed in the future and your vision and values

Consider the value of a company archive, both today and as you anticipate future changes and growth. Tap our experience as you take your first steps.

## What is the value of your business archive?

- **Family and enterprise stakeholders.** Preserve and leverage the stories of your company’s founding, growth, setbacks, and mergers and acquisitions. Draw upon historical case studies when developing curriculum and activities for business retreats and multigenerational family meetings.
- **Brand-building/marketing.** Tell customers who you are and what you stand for. Create demand for your products or services by combining the best of your history, market research, and strategic thinking.
- **Communications.** Maintain internal and external continuity and consistency. Reinforce your vision, values, and ethics. Build trust. Connect with the communities in which you do business.
- **Legal and regulatory affairs.** Authenticate “what really happened.” Defend against unknown risks, including lawsuits and compliance issues of material consequence. Have ready access to context that puts incidents in perspective.
- **Business resumption.** Plan for inevitable adverse events to help minimize risk and ensure continuity.
- **Management education and succession planning.** Document the art of decision-making. Utilize your history in leadership training and strategic planning.
- **Business transitions.** Perpetuate your entrepreneurial spirit and/or unique corporate culture amid changes in ownership.

### Your archive may hold:

- Charter documents
- Patents and copyrights
- Board records
- Executive papers
- Committee minutes
- Project records
- Operating standards
- Internal and external communications (to employees, customers, shareholders)
- Photographs
- Brand-related artifacts
- Mission, vision, and values statements
- Interviews with former leaders and employees

## Creating a business archive

Identify a leader of the initiative. His or her responsibilities may include: creating a project budget, securing a physical space, hiring an archivist (temporary or permanent), identifying partners, and communicating across business channels.

Organize your archive using the principle of provenance—that is, according to who created the information. First, file your materials by company name (previous company names, merger partner names, subsidiary names, etc.). Second, identify the organizational unit within the company (board, departments, committees, etc.).

Set up a companion knowledge bank—a system that cross-indexes your archive by subject and tracks materials that are important to you—on- and off-site. This includes information about your company in other institutions, publications, and libraries.

Let us help you get started building or leveraging your corporate memory.

### Discover more

To find out more about Family Wealth and Culture Services capabilities, please reach out to your Wells Fargo contact or advisor.

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