



I Paint With Words, LLC

5 TIPS

**to help you write a captivating company
history that reflects your leadership values**



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01

Define Your Audience

Identify the purpose of writing your company history. Are you seeking to attract talented new hires in a tight labor market? Raise capital? Repair your reputation post-crisis?

Your audience selection influences what you say, how you say it, the format, and distribution channels.

02

Hook Your Audience

Start with a compelling message that reflects your company's purpose and values. Explain how your core principles continue to influence your operations and policies.

Be bold. Imagine your company's story is turned into a movie. Create an exciting opening scene.

03

Structure Your Narrative

Decide whether to use a chronological approach or organize around themes such as product innovations or company milestones. Choose an appropriate tone.

Recognize the power of anecdotes told by early employees, investors, and customers. Include quotes.

04

Generously Add Visuals

Don't limit yourself to timelines. Add photos and, if available, vintage audio and video content. Create riveting infographics that are easy to understand and reinforce your values.

Engage your audience with interactive visuals. Create a "Did You Know" game. Share on social media.

05

Package and Deliver

Decide whether you want to gift your company history as a commemorative book, share it as a digital experience, create an interactive microsite, or a combination of formats.

Your packaging and distribution should comport with the way your audience consumes information.



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REACH OUT

**for more tips to help you design,
research, and write a company history
that showcases the magic of your team**



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