

# D O YOU KNOW YOUR HISTORY?

Knowledge of history enables us to better understand the present and to plot a more triumphant course for the future. History highlights our successes and failures – helping us to repeat the former and avoid the latter.

Leaders take time to learn the history of the organization in which they work. They know the company's origins and accomplishments, and they seize opportunities to convey this history to the individuals they supervise. They understand that it is nigh impossible to be proud of something about which you know little. When you take the time to let your staff know about the history of their company, you help them build a sense of pride in the organization to which they now belong, and you provide them with a knowledge base and depth of understanding that will enable them to make an even greater impact within their company.



This transfer of organizational history maintains “institutional memory” – a valuable asset that all too many companies lose when the founding executives leave the scene. In many instances where an argument or negotiation ensues, the party that has the most information, including an awareness of history, will have a distinct advantage. The degree to which knowledge of that history can be maintained within a company will determine how effectively that advantage can be maintained.

*History teaches everything... including the future.*

*Lamartine*

*If you would understand anything, observe its beginning and its development.*

*Aristotle*

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