

The New Corporate Headquarters: A Once-in-a-Lifetime Opportunity to Share Your Company's Story

Few investments in the life of a company are greater than a new corporate headquarters. The location, size, configuration and financial investment are statements of the company's identity. A new corporate headquarters is a key element in a company's overall "story." The building is often the most visible expression of what the company does, who works for it, and its values.

The celebration of a new corporate headquarters is a once-in-a-corporate-lifetime opportunity to share the important elements of a company's story in a way that can be seen, felt and touched. At no other time can a company frame its story so positively, carefully selecting elements of its story to create employee, customer, community and media events that tell the company story.

Few companies have the internal capacity to maximize the storytelling opportunity of a corporate headquarters move. Fewer still have specific experience in constructing storytelling strategies that showcase the effort involved in siting, developing and occupying the new corporate home.

At WordWrite, we have significant expertise in working with companies to make the move to a new corporate home a touchstone event that compellingly and memorably tells the company's story in a way that resonates long after ribbons, balloons and cake have been forgotten.

Our experience has helped us identify the key narrative elements critical to making the move to a new corporate headquarters into a storytelling event as important an asset as the building itself.

Take the Long View: The new headquarters is worth more than a half-hour ceremony with balloons and cake. It is a significant chapter in the company story to be told again and again.

Throw The Right Party: Most ceremonies are the wrong parties for the wrong people. The media doesn't want another ribbon-cutting. Employees don't want to be a backdrop for that. Telling specific stories to specific audiences with multiple, creative events delivers results.

Be a Celebrity (and Hire One, Too): A public event with immediate and long-lasting appeal involves the right guests. More than the mayor or governor, what about appropriate celebrities?

Leave a Legacy: Long after the celebration, the facility is still a significant chapter in the company' story. This story deserves to be retold as often as possible. What symbols of the new headquarters event can continue to tell the story long after the grand opening celebration?

Deliver Results: A new corporate headquarters is one of the most important opportunities to tell the company's story. Done well, the results continue long after the celebration is forgotten.