

Family Businesses



Transmission Private is the leading global strategic communications advisor to successful individuals and their businesses. We are a global leader in advising family businesses on their reputations, as well as on their most sensitive and important communications needs. We help clients achieve the unexpected through the power of reputation.

Introduction

Successful family businesses strategically leverage the strength of their brand and family values to build new relationships, attract new business, and bring in top talent.

We have advised some of the largest family businesses on their communications and positioning, giving them an important edge over their competitors while protecting the personal reputations of the family.

Our Family Business team is commercially astute, innovative, and discreet. The team are able to ensure the business can make maximum use of its family heritage without exposing family members to intrusive attention.

Our team is strategic, considered, and always looking for an opportunity to give private businesses a market edge.

Our service

Our Family Business team acts for all varieties of family businesses, including multi-generational businesses as well as those still led by founders.

Our key services include:

- Strategic communications advice on the positioning of the family business and its ownership;
- Securing positive media coverage;
- Development of mission, purpose, and narrative for the business;
- Putting in place protections to safeguard the family's privacy;
- Announcing corporate news, acquisitions, and disposals;
- Enhancing the family's reputation amongst financial stakeholders;
- Giving selective visibility to CSR and philanthropic work;
- Managing perceptions of the family among employees and local community;
- Enhancing the credentials of family members;

- Strategic advice during transition and succession events;
- Managing hostile media enquiries and crisis situations;
- Putting in place online reputation strategies for family members.

The challenges and opportunities that face family businesses are unique. Every situation requires a bespoke solution, and our experienced team will devise a personalised plan of action.

Our experience

Our Family Business team has supported family businesses across different industries and geographies, including in both consumer- and industry-facing sectors.

Our recent highlights include:

- Developing the brand, positioning, and narrative for a new parent company that will house the family's various business interests and deal-making activity.
- Putting in place a decade-long communications plan to accompany a succession strategy, which saw the gradual transition of a £150-million business from the hands of the first generation to the second.
- Enhancing the corporate reputation of a £1.2-billion family business, its ownership, and governance structures amongst financial stakeholders in advance of a significant debt raise.
- Conducting an extensive reputation audit of all family members' online profiles to identify any material, including old social media accounts, that could pose a risk to their reputation.
- Supporting a well-known family business on the announcement of a significant number of redundancies, handling all media liaison while protecting the family's reputation throughout the process.

In all cases our work is carried out on a confidential and discreet basis, protecting our client and their interests at all times.

Our company

Becoming a client of Transmission Private is unlike working with any other communications agency. That is because we do not measure our working relationships in terms of weeks, months, or even years, but in terms of generations – with clients returning us to time and time again as and when needs arise. We look to build life-long relationships based on loyalty, trust, and confidence.

Once you become a client of Transmission Private, your reputation becomes the central and sole focus of all our energy, passion, and thinking. Our expert team is mobilised to advance your best interests at all times. We see the world through your eyes, advising you discreetly on the careful steps that you need to take to achieve your highly personal, highly private professional and non-professional ambitions and aspirations.

We are a team of specialist communications experts at your disposal. A single point of contact for all your communications needs, we are your competitive advantage to help you achieve your personal and professional goals.

While some clients may need our support on an ongoing basis, other individuals will request our support at important junctures in their personal and professional careers that may lead to specific communications opportunities and challenges.

These events include:

- Sale of a business;
- Acquisition of a business;
- Business crisis event, such as downsizing or administration;
- Making a significant investment;
- Giving a charitable gift;
- Launching a family office;
- Setting up a charitable foundation;
- A substantial career transition;
- A succession event;
- Giving a political donation;
- Joining a new Board;
- Starting a new phase in your career.

Our team

We blend the high-quality personal, attentive, discreet service that successful individuals expect from a private bank with the up-to-date, modern communications techniques they need to navigate the risks of an increasingly digital world.

We are very fortunate to have built an exceptional team, blending decades of experience both working with the media as well as supporting private clients.

We also focus on hiring from outside of the conventional public relations and communications industry, bringing in talent with experience across private client law, accountancy, public affairs, and family business advisory. This depth of experience enables us to deliver sophisticated yet commercially pragmatic advice.

Our team is at the heart of the business. As a Partner-led business, every client we support has a dedicated Partner looking after all of their work, providing a single, highly personalised, around-the-clock contact point to access all our services and support.

“Recognised as best in breed for family communications, Transmission Private has doubled the number of families it supports in the past year.”

SPEAR'S 500²⁰²⁰

“Transmission Private has carved out a name for itself as a private office that works exclusively with families and family offices, helping individuals manage and control their media interest.”

**Family
Capital**

“The Transmission team look after every part of the family's reputation, advising around the media risk of investments, philanthropic engagement and more.”

SPEAR'S 500²⁰¹⁹

For more information

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