

# Next-Generation Family Members



Transmission Private is the leading global strategic communications advisor to successful individuals and their businesses. We are a global leader in advising next-generation family members 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

Many next-generation family members want to use their position to challenge conventional ways of doing things, both within and outside their business.

We have worked alongside some of the most prominent next-gen family members, giving their values a voice while protecting their privacy and reputation.

Our Next-Generation Members team is strategic, discreet, and experienced.

We are able to deliver an unrivaled level of sophistication in our communications advice, ensuring our clients are constantly two or three steps ahead.

## Our service

Our Next-Gen Members team acts for second-generation family directors as well as the very youngest family members who might be exposed to digital risks and media intrusion.

### Our key services include:

- Strategic communications advice on your personal positioning;
- Reinforcing your credibility as a family director;
- Educating the very youngest family members on social media;
- Setting communications strategies for transition events;
- Managing your online profile;
- Raising your profile within and outside the business;
- Securing relevant positive coverage;
- Injecting purpose and mission into your family business narrative;
- Setting your personal positioning within the family's business and wider interests;
- Attaining Board positions and awards;

- Managing perceptions amongst peers, business partners, and employees.

Every situation requires a solution that is customised to your individual needs, and our experienced team will always devise a personalised plan.

## Our experience

Our Next-Generation Members team has supported a wide variety of individuals, including next-generational family members who have left the family business.

### Our recent highlights include:

- Setting a decade-long communications strategy for a transition event for a large construction business, gradually raising the profiles of family members.
- Increasing the visibility of next-generation family members within a £250 million business, showcasing the new skills they will bring to the company, ensuring they were seen as an asset.
- Enhancing the credibility of a French next-generation individual through securing relevant Board positions and media coverage that aligned with their personal mission.
- Handling all communications for a next-gen member as they acquired a large media investment asset on behalf of the family through a new private-equity vehicle.
- Acting for a high-profile teenage member of an international family, ensuring that they were not exposed to intrusive media interest while studying in the UK.
- Establishing and executing a long-term positioning strategy for a young entertainment star as they transitioned to a business and investment career.

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'S500**<sup>2020</sup>

*“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'S500**<sup>2019</sup>

## For more information

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