TRANSMISSION **PRIVATE**

THE POWER OF REPUTATION

Training for professional advisers

Next-generation members

Transmission Private provides training and workshops to other professional advisers across private wealth, including lawyers, accountants, and wealth managers. Our hands-on sessions give professionals a quick, up-to-date understanding of the latest reputational trends, challenges, and opportunities facing their clients as well as the basic tools to advise their clients effectively.

Introduction

The reputational risks and opportunities facing next-generation family members have never been so high.

On one hand, younger family members increasingly live their lives online, leaving behind them a substantial digital footprint, especially on social media. If this is not managed in a sensible way, it can lead to embarrassment for both individuals and the wider family.

On the other hand, many next-generation family members now want to proactively build and curate their profiles to benefit their family business as well as support their personal and professional ambitions.

In fact, many younger family members want to use their voice and profile – both inside and outside of the family business – to amplify their family's impact, diversify their family's investments, and attract new talent.

Our team runs **hands-on training sessions for professional advisers** to help them better understand these changing reputational matters.

What's covered

Whether it's half an hour or half a day, our training sessions and workshops are tailored to meet the needs and priorities of different professional advisers.

Topics covered in next-generation training include:

- How journalists use social media to find media stories;
- Demystifying the media and news reporting process;
- The risks to next-generation family members from using social media;
- The hidden depths of family members' digital footprints;
- The reputation risks of mishandled succession events;
- How younger family members can overcome concerns about their credibility amongst important stakeholders;
- Risks of unexpected, sudden succession events;
- The visibility of younger family members in family firms;
- How businesses can leverage next-generation members' skills to enhance their own reputations;
- Integrating younger family members' values and attitudes into a family business' brand;
- Understanding online reputation as well as how to take control of a next-generation member's digital profile;
- Aligning next-generation members' digital profiles with their long-term personal and professional ambitions;
- The reputational considerations around adding next-gen members to company and charity boards.

Our training sessions are constantly updated to represent the latest best practice in reputation management.

Case studies

Our training sessions provide other professional advisers with clear, actionable best practice to safeguard the reputations of next-generation members.

Best practice explained in our training includes:

- Introducing comprehensive online and media monitoring;
- Agreeing guidelines within the family on the use of social media and managing the media;
- Putting in place a long-term strategy to raise the profile of next-generation family members;
- Finding organisational entities to give next-generation members public and corporate visibility;
- Identifying safe routes to enhance next-generational members' credibility.

Additionally, our training is illustrated by practical hands-on case studies taken from the media, showing how prominent families have approached these issues differently.

Case studies explored in this training session include:

- Handling an unexpected succession event through the lens of **Hugh Grosvenor**, 7th Duke of Westminster;
- Managing social media risk through the lens of **Umar Kamani**, son of Boohoo.com founder Mahmud Kamani.

All our best practice is informed by regular polling and public surveys carried out by our dedicated research team.

Our audiences

Our workshops are tailored to meet the needs of the individual professional advisory firm. They can be delivered to groups as small as three people in an intimate meeting format or to audiences as large as 100 people in a townhall format.

While many professional advisory firms engage us annually to update their staff on the latest trends, opportunities, and challenges in reputation management, we also deliver *ad hoc* sessions to discuss very specific client groups or issues.

We have delivered training in-person to professional advisory firms across the UK, including in London, Manchester, Leeds, Edinburgh, and Bristol, as well as across the globe virtually.

Professional advisers who benefit from our training include:

- Lawyers and law firms;
- Tax and structuring experts;
- Accountants and accountancy firms;
- Wealth managers and wealth management firms;
- Private bankers and private banks;
- Trustees;
- Family business board members;
- Property advisers;
- Philanthropy specialists;
- Family business and family office advisers.

Our company

Transmission Private is a full-service communications agency, known for advising many of the world's most successful individuals on their reputations. As a firm, we are recognised globally for our unrivaled strength in communications, stakeholder management, digital profile, and advisory.

Having worked with some of the world's most prominent entrepreneurs, company leaders, family offices, and high-net-worth individuals, we are able to plot communications strategies to help private clients overcome immediate challenges and achieve their professional and personal goals. We are a single point of contact for all your client's communications needs.

Founded in 2014, we have since grown to become the leading provider of PR services and communications advice to successful individuals, families, and their businesses. Our team is strategic, discreet, and thrives in applying the latest communications techniques to the most difficult communications challenges.

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.

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

TOP RECOMMENDED SPEAR'S 500 2018 2019 2020 2021

> *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.*

TOP RECOMMENDED SPEAR'S 500 2018 2019 2020 2021

For more information

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