

Diversity & Inclusion



Transmission Private is the leading global strategic communications advisor to entrepreneurs, executives, and their businesses. We provide strategic communications advice on diversity and inclusion to some of the world's most successful individuals. We help clients achieve the unexpected through the power of reputation.

Introduction

Successful businesses attract the best talent and partners by creating a supportive work environment, using the power of communications and leadership messaging to foster an inclusive working atmosphere that gets the most out of their people.

We have supported some of the world's most successful businesses to give voice to their D&I policies to enhance their reputations.

Our Diversity & Inclusion (D&I) team is engaged, strategic, and innovative. They have years of experience finding new ways to creatively communicate diversity & inclusion credentials to employees, customers, and partners.

The team are dynamic, analytic, and persuasive storytellers.

Our service

Our Diversity & Inclusion team acts for companies with long-established D&I policies, as well as those only starting out on that journey.

Our key services include:

- Strategic communications advice on communicating D&I activity;
- Analysis of pre-existing D&I policies and activity;
- Collating evidence and statistics on current D&I impact for outward communication;
- Setting D&I messaging for the executive team;
- Creating collateral that communicates an organisation's D&I impact;
- Coordinating media and digital campaigns to communicate impact;
- Launching D&I engagement campaigns;
- Feeding D&I activity into executive leadership communications, such as newsletters, interviews, and speeches;

- Auditing current D&I activity to identify reputational risks;
- Mapping stakeholders for D&I engagement.

Every client requires a personalised work programme, and our experienced team will devise a plan that meets your specific needs.

Our experience

Our team has supported a wide variety of clients who want to leverage their D&I credentials.

Our recent highlights include:

- Creating an extensive D&I impact report for a family business for outward communication to enhance the reputation of the ownership and business amongst employees, suppliers, and financial partners.
- Coordinating a media and online campaign to communicate the D&I credentials of a large privately held business (revenues in excess of £250 million), with a view to attracting new talent to the company.
- Auditing the D&I activity of a family office's investment, with a view to identifying potential reputational risks to the family office and its principals.
- Devising D&I messaging for an executive leadership team that was rolled out through all leadership communications channels, including internal communications and townhall events.
- Acting for a high-profile business subject to an activist-driven campaign over their D&I credentials, responding to the campaign and responding to hostile attention and press enquiries.

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'S500²⁰²⁰

“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'S500²⁰¹⁹

For more information

Jordan Greenaway
Managing Director

+44 207 556 1041
jordan.greenaway@transmission-private.com

Luke Thompson
Head of Client Services

+44 207 556 1043
luke.thompson@transmission-private.com