

# Internal Communications



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

## Introduction

Successful individuals and owners enhance their reputations internally through creative communications campaigns, implementing careful strategies to manage their profiles, as well as finding contact points to connect and engage with their employees.

We have supported many of the world's most successful business leaders, helping them engage their teams while protecting their personal privacy.

We have decades of experience understanding the priorities and motivations of internal stakeholders, as well as how to build trusting and open relationships. We are pragmatic, commercially-minded, and fiercely analytic.

## Our service

Our Internal Communications team acts for owners and executives who remain active in their businesses, as well as those who remain a largely passive figurehead of the company.

### Our key services include:

- Strategic communications advice on personal and executive leadership positioning;
- Mapping all internal stakeholders, including important partners;
- Advising on the visibility of leadership and ownership within the company;
- Running communications campaigns to communicate key messages internally and enhance leadership reputation;
- Creating collateral for internal communication, including newsletters, brochures and reports;
- Aligning internal communications activity with PR and media relations;
- Putting in place protections for the privacy of company leadership or ownership;
- Monitoring and evaluating the impact of interventions;

- Researching and segmenting different internal stakeholders by motivation.

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 engage their team internally as well as manage sentiment.

### Our recent highlights include:

- Launching an internal newsletter for a family business (c. £150 million market capitalisation) to positively shape the perceptions of family members and ownership amongst more than 700 employees.
- Acting for a CEO of a fast-growth technology company on their executive positioning, and ensuring key purpose and mission messages were communicated in internal collateral, media coverage, and executive speeches.
- Coordinating an internal communications campaign for the leadership team of a FTSE-250 company, with a view to showcasing employees and other internal stakeholders the ethical, sustainable, and CSR credentials of the company.
- Advising an entrepreneur-led business on the internal communications around a large redundancy programme (more than 250 staff members), ensuring that news was communicated openly, empathetically, and sensitively to limit reputational risk.
- Supporting a leadership team on the rollout of internal communications across a new business that it had recently acquired (£80 million buy-out), ensuring the new employees reacted positively to the new ownership.
- Putting in place robust protections for a high-net-worth family (£1.6 billion) around potential risks to their privacy from household and personal staff members.

## 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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