

# Purpose, Positioning, & Narrative

Transmission Private is the leading global strategic communications advisor to entrepreneurs, executives and high-net-worth individuals. We craft purpose and positioning statements for some of the world's most successful individuals and their businesses. We help clients achieve the unexpected through the power of reputation.

## Introduction

Successful individuals and businesses communicate a clear, laser-focussed message to their stakeholders, capturing their purpose, positioning themselves in the right way, and articulating a narrative that aligns well with the priorities of peers, partners, and wider stakeholders.

We have worked with some of the world's most successful individuals, helping them capture their purpose in crystal-clear language.

Our Purpose & Positioning team are creative, expressive, and get to the heart of an issue quickly. They have decades of experience working hand in hand with clients to develop positioning strategies that capture their strengths and heritage. They are inventive, commercially sensitive, and imaginative.

## Our service

Our Purpose & Positioning team acts for clients who already have a clear sense of their purpose, as well as those only in the first stages of this process.

### Our key services include:

- Strategic communications advice on personal, executive, and corporate positioning;
- Stakeholder research to understand the priorities of your audience, including partners, employees, financial institutions, and other stakeholders;
- Benchmarking you and your company against other similar individuals and competitors;
- Exploration of various options for your purpose & positioning;
- Capturing your purpose & positioning in tight, articulate language;
- Creation of collateral, including brochures, newsletters, and internal communications, to showcase your new purpose statement;
- Giving visibility to your purpose & positioning on existing assets, such as your website;
- Coordinating press & media campaigns to selectively showcase your purpose & positioning;

- Managing communications campaigns, including social media, to give visibility to purpose & positioning;
- Collating examples of activity and successes internally that demonstrate your purpose for outward communication.

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 give visibility to their purpose and better define their positioning.

### Our recent highlights include:

- Setting the personal executive positioning of the CEO of a FTSE-250 company, and giving outward visibility to their positioning on their digital profiles as well as within PR and external speaking engagements.
- Supporting a family office (£280 million AUM) on the development of their purpose to position them effectively to secure more deal flow from fast-growing technology start-ups.
- Creating communications collateral for a privately-owned property developer, including a new brochure, briefing note format, and newsletter, to give selective visibility of their mission to important stakeholders, including the local community and planning decision-makers.
- Articulating the purpose of a multi-generational family, capturing the priorities and values of the various different generations for outward communication.
- Acting for an entrepreneur on their executive positioning in advance of an IPO, with a view to building credibility amongst the financial and investment community.

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 500**<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'S 500**<sup>2019</sup>

## 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