

# Stakeholder Mapping

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 stakeholder mapping, as well as on their most sensitive and important communications needs. We help clients achieve the unexpected through the power of reputation.

## Introduction

The most successful individuals command an extensive, powerful network that they leverage to build new relationships, positively shape perceptions, and influence decision-making to their advantage.

We have worked alongside some of the world's most successful individuals, helping them navigate complex networks of people, partners, and organisations to give them an important competitive edge.

Our Stakeholder Mapping team is strategic, fiercely analytic, and well-networked. They are able to map the spiderweb-like connections between different stakeholders and decision-makers within an industry, uncovering hidden connections to inform communications strategies as well as discovering new contact points to influence decision-making.

The team are discreet, creative, and investigative.

## Our service

Our Stakeholder Mapping team acts for entrepreneurs who want to extend their existing network as well as executives who want to extract values from their current relationships.

### Our key services include:

- Identifying decision-makers with the power to impact personal and business performance;
- Leveraging data analysis and tools to identify hidden connections;
- Mapping second-tier and third-tier stakeholders;
- Determining interconnections between stakeholders;
- Investigating different stakeholders' strategic priorities and motivations;
- Establishing initial contact points for communications campaigns;
- Analysing existing awareness and perceptions amongst identified stakeholders;
- Devising communications plans that target principal contact points in the network;

- Pinpointing existing contacts for introductions and further engagement;
- Identifying key network nodes for targeting;
- Evaluating the impact of communications campaigns across the network.

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 need to influence decision-making.

### Our recent highlights include:

- Supporting an activist investor who wanted to map all the key investors in a publicly-listed entity (c. \$350 million market capitalisation) and their motivations before deciding to execute a takeover campaign.
- Mapping stakeholders for an industrial entrepreneur (£250 million), who wanted to determine the key decision-makers for a buy-out offer as well as their different underlying motivations.
- Acting for a commercial property developer who wanted to identify stakeholders who influenced planning policy decisions, as well as determine a plan of action to shape decision-making in that network.
- Identifying all the key financial stakeholders with the ability to invest in a large property fund (c. £500 million), as well as gameplanning routes to positively shape perceptions amongst this group of the individual behind the fund.
- Creating an extensive stakeholder map for an entrepreneur who wanted to enter a completely new industry to identify key potential partners, investors, and other stakeholders.

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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