

# Succession Planning



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

## Introduction

Successful succession events are communicated clearly and planned well in advance, ensuring that market confidence is maintained, important relationships are transitioned, and that the succession event is seen positively.

We have worked with some of the world's most successful family businesses and executive teams, supporting them to communicate succession events while protecting their personal and business reputations.

Our Succession Planning team is strategic, thoughtful, and attuned to the very specific emotional and business risks of succession. They have decades of experience guiding clients through the difficult, usually unexpected, challenges of transition events, ensuring that they are perceived positively in the market.

The team are quick-to-act, effective planners, and media-savvy.

## Our service

Our Succession Planning team acts for multi-generational family businesses, as well as large companies undergoing management transition.

### Our key services include:

- Advising on strategic communications during the transition event;
- Identifying important stakeholders to communicate with during transition events;
- Preparing communications timelines to manage perception over the years and months leading up to the succession event;
- Drafting internal and external content to communicate with stakeholders;
- Setting the message and narrative for the succession event;
- Gameplanning reputation risks for the transition event;
- Conducting extensive reputation audits of incoming family members and executives;

- Coordinating with the press during a transition event;
- Preparing crisis succession plans for unexpected, untimely transition events.

Every family and business will require 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 prepare for and manage succession events.

### Our recent highlights include:

- Putting in place a two-year communications plan for a multi-generational family business (revenues in excess of £350 million) as the business was handed to the next generation.
- Preparing a crisis communications plan for a Nasdaq-listed company (\$1.4 billion) in the eventuality that any core member of its leadership team unexpectedly passed away, fell ill, or was otherwise indisposed.
- Acting for a single-family office (£800 million AUM) as the assets passed from the first generation to the second generation, ensuring that important relationships with advisors, peers, and introducers were maintained through the process.
- Conducting a comprehensive online reputation audit on a new incoming company CEO before a transition event took place to ensure that any old material did not expose him and the business to reputational risk.
- Putting in place a communications plan for a family whose assets were held in a trust (\$75 million), gameplanning potential public and media questions around tax and future implications for the family's assets.

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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