

REPUTATION MANAGEMENT

Family Office



STONEHAGE
FLEMING

NOW AND FOR FUTURE GENERATIONS

SAFEGUARDING YOUR LEGACY

Reputation can take years to build and minutes to ruin, particularly in today's digital age where social media and stringent reporting standards mean a wealth of data, imagery and commentary is public.

For families and business owners who have spent decades building a lasting legacy, safeguarding and managing their reputation is crucial to long-term wealth preservation.

DIGITAL AGE

For families and wealth creators, living and working in a digital age has brought many advantages, however it has also given rise to many risks.

Under scrutiny from several directions - political, fiscal, regulatory and social - those who have created or inherited capital are under pressure to behave transparently and responsibly with their wealth and influence. Inconsistent or ill-considered behaviour, comments or messaging can have profound consequences for a family brand and ultimately for its financial capital.

The wealthy and high profile are also vulnerable to the growing role that social media plays in all our lives. Transgressions, real or perceived, are seized on, amplified and distributed with incomprehensible and often unmanageable speed. Younger family members can put themselves, friends and relatives at risk, both reputational and potentially physical, through careless sharing of images and information.





OUR APPROACH

Understanding the elements of reputational risk and, where necessary, developing a strategy of protection or mitigation is a vital component of long term wealth preservation.

Just as important is the peace of mind afforded by being able to 'control the narrative' by only making available information that you are comfortable with being in the public sphere.

Initially, awareness is all. Our role is to help clients understand potential reputational risks to the family and its interests, and to analyse their public and social profile. In so doing we can highlight the positives as well as the vulnerabilities, ensuring their legacy is effectively safeguarded.



ANALYSE



MANAGE



MONITOR

REPUTATION - ANALYSING YOUR PUBLIC PROFILE

Many individuals and families are poorly represented online, whether they are high profile or have a preference for anonymity. They may suffer from out-of-date information, no information or negative publicity, of which they are frequently unaware.

Analysing your online brand is the first step in identifying what is being said about you, whether it reflects the narrative you are trying to project and if not, how to take remedial action. In some instances, it may be that a lack of information is itself creating a misleading portrayal or is allowing inaccurate assumptions to circulate.

A digital audit provides an overview of your public image and a basis on which to take considered decisions.

MANAGING AND MONITORING YOUR PUBLIC PROFILE

We have deep understanding of the needs of wealthy families and individuals, honed over many years, experience supporting both those who have created a family's financial capital and presence, and those who stand to assume responsibility for it in the future. Managing all manner of risks, of which reputation is one, means we can approach sensitive issues with empathy, discretion and understanding.

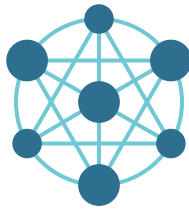
Once we understand your profile, the opportunities and the vulnerabilities, we will support you and your family through a process of articulating how you want to be perceived, agreeing an authentic, personalised brand narrative and developing a cohesive communications plan. This can include anything from copywriting, briefing external partners such as lawyers or agencies, coaching spokespeople or managing family members' social media profiles. Reputation is not an intangible. It can be measured. You will want to see the results of any plan we implement together, monitoring the profiles of your family and the performance of any associated activity.

WHY STONEHAGE FLEMING



1 PRACTICAL WISDOM

We have the ability to apply the learnings of many years of advising families around the world on how to protect and manage their wealth and public image. This includes issues around complex tax planning, digital or media reputation management and building a consistent family story.



2 AN EXTENSIVE NETWORK

Part of our proposition is our ability to find those best qualified to provide expertise to complement our own. We pride ourselves on the quality of our external partners, significantly enhancing the extent of the advice we can make available to our clients.



3 IN HOUSE REPUTATION AND COMMUNICATIONS EXPERIENCE AND EXPERTISE

We understand families and we understand the importance of brand; we pride ourselves on the reputation of Stonehage Fleming, in turn a reflection of our clients, our people and our capabilities. We know what is needed to help clients tell their story consistently to the outside world.

CONTACT US

Please contact us for a discussion if you think we may be able to help you and your family.

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