Holdsworth Consultancy Ltd

Reputation Management

A service for individuals and families

What is reputation management

- Everybody has a reputation and increasingly this reputation is in the public domain.
- Invariably it is the media and the world wide web that hold the key to how we are perceived, reducing our control and leaving us all open to the opinions of others being available for all to see.
- We are all exposed by how we are perceived, the impact applies to both personal and professional lives.
- Whether in the public eye or not, it can take months and years to build a reputation yet moments to have it damaged. Protecting it is not a luxury but an essential.

What does Holdsworth Consultancy Ltd do

- Holdsworth Consultancy Ltd works with individuals and families to provide counsel, balance and perspective. Whether seeking to exploit the spotlight or not, repair or protect a reputation, we employ strategies to suit the objective.
- We dedicate ourselves to understanding how an individual is perceived and then ensure we are on-hand when needed to advise, enhance and protect reputations.
- We are a key part of any team, working collaboratively with other advisors, to ensure you have the best advice when it is needed.

- Reputation management and profile building
- Strategic communications
- Rapid rebuttal and corrections of inaccurate reporting
- Reactive and proactive press statements
- Media monitoring, management, and engagement
- Effective scenario planning

Why Holdsworth Consultancy Ltd

In one word, ‘experience’.

- We have worked with multiple High Net Worth individuals and families, assisting them with a wide range of issues and reputational challenges both in the UK and abroad on various issues. These have included false accusations made on ITV, the BBC and Twitter regarding a peer; media speculation concerning an entrepreneur and a former partner; an attempted blackmail attempt on sports stars and their club and the subsequent sensational media stories.

We also,

- Understand the sensitivities that come with protecting the reputation of individuals and families.
- Have dealt with issues that include, but not limited to, wrongful allegations in the media, tax issues, litigation, crisis situations, and family disputes.
- Can work independently or with your team to prepare mitigation and strategies should your reputation be under threat. Working to minimise the impact and present a fair picture.
- Can also assist in building personal profiles and online assets of individuals and businesses.

Experience

Working closely with family offices and legal teams ensures clients receive the best advice and clearly know what options are available to them

- Supported a distinguished British businessman and politician, as he faced highly damaging – and untrue – allegations. Fuelled by speculation and high profile individuals taking to Twitter to repeat the allegations the defamation was repeated by the BBC and ITV, as well as in several media titles. We worked swiftly to refute the allegations and present the facts of the matter, demonstrating that the allegations were wholly false. Numerous apologies were issued by mainstream broadcasters as well as success libel action against media and twitter users.

- Assisted a prominent family with the management of the media following the unexpected death of a family member. This included preventing the media from directly approaching family members both in the UK and overseas, and included on-the-ground presence and support. Working closely with lawyers, we ensured accurate reporting. The family were provided with at least daily updates and analysis into the media coverage and direction of the story.

Reputational issues can impact not just businesses but individuals as well. Be it protecting people from invasion of privacy or correcting inaccurate reporting, it is essential that reputational advice is on hand.

- Worked with a high-profile retail entrepreneur and investor in response to allegations by a mainstream newspaper who believed there was a viable story concerning his former partner. After understanding the allegation and what actually took place, we had conversations with the journalist and convinced them that there was no story.

- Acted for one of Africa's wealthiest businessman, building his profile in the Western media prior to a high profile litigation in the UK. Supported the client throughout the trial with daily attendance in court, working closely with lawyers to prepare media statements as they were needed.

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