



STRATEGIC COMMUNICATIONS PRACTICE

Expertise for complex matters. *Clarity for consequential decisions.*

Holder Partners' Strategic Communications practice advises leading companies and institutions, including their boards and senior leadership teams, on the communications and stakeholder implications of complex matters and significant change.

Drawing on the firm's capabilities in investigations, disputes, cybersecurity, due diligence and risk advisory, the practice helps clients access the broader context, identify the audiences and relationships that may shape outcomes, and set a clear course for communications and engagement.

AREAS OF SUPPORT

01

Complex Situations & Crisis Communications

Preparedness, assessment and communications counsel for crises, disputes, investigations and cyber incidents. Support can span initial assessment and response, stakeholder updates, and post-incident review and lessons learned.

02

Transactions & Transformational Change

Communications and stakeholder plans for M&A, investments, divestitures, restructurings, leadership transitions and market entry, aligned with the client's business objectives, timing and applicable obligations.

03

Corporate Reputation & Executive Positioning

Clarify what an organization or executive should be known for, then develop the core narrative, executive perspectives and a targeted publishing plan to reinforce that position.

04

Stakeholder Strategy & Engagement

Assess the stakeholder landscape, including the interests and influence of priority audiences, and develop tailored approaches to communication and engagement aligned with the client's objectives.

TAILORED MANDATES

Engagements are tailored to the client's objectives and can be structured as a defined assessment or plan, a phased engagement, or ongoing counsel.



WHEN CLIENTS TURN TO US

Our counsel is useful when communications, reputation and relationships intersect with important business decisions:

A dispute, investigation, cyber incident or crisis requires coordinated communications while facts are still emerging.

An organization or senior executive needs to clarify its positioning or strengthen visibility among investors.

A transaction, investment, restructuring, leadership transition or market entry calls for a coordinated communications plan for affected audiences.

A business objective depends on identifying and engaging relevant investors, public officials, institutional partners or other decision-makers.

OUR APPROACH

01 INSIGHT

Establish the facts, assess audience interests, and evaluate the market context.

02 STRATEGY

Define objectives, assess options, and set priorities.

03 COMMUNICATIONS

Develop clear narratives and tailored messages for priority audiences.

04 ENGAGEMENT

Coordinate outreach and follow-through, adapting as circumstances evolve and new information emerges.

CLIENT SEGMENTS



Financial institutions and institutional investors



Energy, infrastructure and natural resources



Governments and economic development organizations



Family offices and high-net-worth families

ENGAGEMENT STRUCTURES

The structure is selected to fit the assignment, timing and level of support required:

Fixed-Fee Projects

Defined scope

Phased Engagements

Sequenced support

Monthly Retainers

Ongoing counsel

Rapid-Response Support

Time-sensitive needs