BOLDT

STRATEGY ▶ COMMUNICATIONS ▶ TRANSFORMATION

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Key Specialisms

- Chemicals
- Digital Services & Technology Hardware
- Energy
- Food & Drink
- Healthcare
- Oil & Gas

Brussels Office Since

1 January 2018

Number of Public Affairs Consultants

Our Brussels team consists of 3 Senior Partners, 3 Directors, 4 Consultants, and a number of senior advisors.

About BOLDT

Firm Description
Companies and organisations are faced with an increasingly complex and fragmented EU regulatory landscape. Public debates on important societal challenges, as well as rapidly evolving technological advances, put pressure on decision-makers to introduce new rules or adapt or abolish existing ones. In the era of fake news, hard facts and scientific evidence can no longer be relied on to guarantee a positive outcome.

Whether shaping legislation, navigating crises, changing business models or delivering sustainable growth with purpose, our strategic counsel makes the difference. We help companies and organisations navigate the nexus between politics and populism at every level - Member States, EU and EFTA, and at numerous international organisations. We address business strategy and communications together - and we believe the right combination will deliver transformational change.

Our services range from public affairs, public policy and political risk analysis, to CEO positioning, brand and reputation, organisational culture and engagement, issues management and crisis communications.

Key team members in Brussels:

- Jeremy Galbraith (Managing Partner)
- Simone Ceruti (Partner)
- John Duhig (Partner)

Ownership Structure
BOLDT AG is a company limited by shares under Swiss law.

International Structure
We have a presence in Amsterdam, Berlin, Brussels, Cologne, Dusseldorf, Oslo and Zurich. Additionally, we have a network of strategic partners which enables us to provide seamless strategic advice around the world including: Madano in the UK, IBEX Partners / Summit Strategy Group in the United States, and Agora Public Affairs & Strategic Communications in Latin America.

Key Strengths
Senior-Led Consultancy Firm

At BOLDT our clients have direct access to some of Europe's most experienced strategic communications consultants.The BOLDT partners bring unparalleled experience to work for our clients: We have all guided business and political leaders as senior advisors through complex, high-pressure and high-profile situations.

Our Model

The traditional agency model is broken.We know because many of us led these agencies at the highest levels. We founded BOLDT to give leaders direct access to counsellors with bold ideas, even bolder solutions and real records of achievement. There's no pretence and pageantry with us. No legacies or bloated bureaucracy. We're 100% focused on our core purpose: delivering transformations for our clients with BOLDT strategy and communication.

Key Clients
Google, Coty, MSD, Euroconsumers

Thought Leadership
BOLDT constantly tracks policy proposals coming out of the EU, key Member States and international organisations to ensure clients can take advantage of the impacts and opportunities that they present.

Additionally, BOLDT regularly publishes thought leadership pieces and participates in external speaking events on issues related to the public affairs and communications industry, providing advice and best practices. To learn more, please visit: https://boldtpartners.com/category/news/.

Testimonials and why clients like to work with us
Clients choose us because we challenge them, and we measure ourselves by the impact we have on their business. If they win, we win.

Disrupting disruption.

Take control back in an increasingly polarised political world.

Disruption. It is happening each and every single day. More than ever, businesses must navigate an increasingly complex world. It is precisely because of this ever-growing threat that companies must understand what the disruptors are and how they can take back control.

TOP DISRUPTORS OF 2020

#1 Business disrupting business: Think about it. Netflix. Airbnb. Uber. Venmo. Casper, all disrupting established industries through advancements, ingenuity and innovation.

#2 Unions: Since the beginning of the 20th century, unions have been using disrupting tactics to press their demands towards industry, governments and private organisations. The ongoing strikes by the transportation and public sector unions in France only confirm that these techniques are still getting mileage.

#3 Social Media: A small misstep on social media can become global news within hours, undoing decades of work to create strong reputations. Moreover, social media holds businesses to account and gives consumers immense power in a way they did not have before the advent of online platforms.

#4 NGOs: NGOs have been disrupting for years, using strong images and deploying tactical actions to shock the general public and pressure companies and governments to change.

#5 Political movements: These movements have increasingly targeted politicians, institutions and corporations. Fringe political parties have made significant electoral gains across Europe, disrupting the established political order.

#6 Activist shareholders: Activist shareholders are making their voice heard. According to a 2019 study in the first 9 months of 2019, 712 major companies worldwide, including 117 in Europe, were publicly subjected to activist demands. This trend is likely to increase in 2020.

How do you take back control?

▶ The right mind set

Companies need to understand that they are not always right. Communicators and public affairs professionals must not be afraid to ask direct and difficult questions of leadership. If you accept a business decision or strategy that is not wise or feasible, everyone is bound for failure.

▶ First don't ignore, engage

Ignoring problems does not make them go away. Thinking a crisis will pass hardly ever works and can seriously damage a reputation. But, do not overreact: getting a video or post taken down usually only adds to its viral potential. Show that you are in control and take back the discussion. In the digital era, unidirectional communication is dead. Journalists, stakeholders and consumers expect a dialogue and want to be engaged.

▶ It is all about relationships

Think long run. When the pressure comes it's too late to build a relationship. Work with your employees to build strong regional and localised relationships. These relationships will pay dividends when you face major issues as the basis of the relationships is trust.

▶ Finally: show, do not tell

One of the keys to rebuilding trust is to lead by example and 'walk the talk'. It is essential to ensure your stakeholders understand how and why what you are doing will impact their own lives. It is also about living your purpose in all communications. Don't let each turn of events define your purpose; it should be the other way around.

Disruption is going nowhere: Embrace it.

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