

Strategic Communications

South Africa

FTI Consulting Strategic Communications helps clients use their communications assets to seize opportunities, manage crises, navigate market disruptions, articulate their brand, stake a competitive position and preserve their permission to operate.

We do so by focusing on opportunities that arise from: new markets and geographies; industry consolidation and M&A across international borders; changing local, regional and international legislative and regulatory environments; growth in activist scrutiny; the need to educate and persuade stakeholders about the benefits of operational change and development; and the drive by clients to attract and retain industry-leading talent.



Our clients receive our highest attention at all times, no matter their business size or the breadth of our assignment. We resource our teams according to our clients' needs, reflecting the part of the sector in which they operate, required languages and cultural fit.

“As companies feel the effects of COVID-19, there will be increases in restructuring cases and distressed transactions.”

Corporate Reputation

The Corporate Reputation team at FTI Consulting specialises in protecting and enhancing reputations; building an organisation's profile as a leader; and, ultimately, supporting business outcomes that contribute to an organisation's enterprise value.

Our specialists work with clients to achieve these outcomes with tailored corporate reputation and public relations services that deliver credible and consistent messages to priority stakeholders through a variety of channels.

Public Affairs

Legislative and regulatory pressure is becoming more prevalent around the globe, which increases a company's compliance obligations and jeopardises its licence to operate. Managing political risk is a growing imperative for effective corporate governance and business planning.

FTI Consulting combines public policy, capital markets and sector-specific expertise to offer a unique capability for clients operating at the critical intersection between business and government.

Crisis & Issues Management

When a company faces an unforeseen crisis, billions of dollars in market value can hang in the balance.

FTI Consulting has helped manage some of the most high-profile crises for clients across industry groups and geographies. By helping clients prepare for the unexpected and respond quickly when trouble arises, FTI Consulting ultimately protects a company's reputation and its permission to operate.

M&A Communications

In situations where a company’s reputation or enterprise value is placed at risk, FTI Consulting takes a campaign-like approach to these challenges, closely coordinating with management teams, as well as legal, financial and other advisors to provide strategic counsel on all aspects of internal and external communications.

As companies feel the effects of COVID-19, there will be increases in restructuring cases and distressed transactions. Our diverse expertise ensures we deliver holistic solutions that protect and enhance our clients’ reputation, ensure license to operate and mobilise workforce commitment to achieve restructuring objectives.

FTI Consulting provides an integrated, specialist-driven approach that allows us to address organisational challenges with broad capabilities in Corporate Reputation, Financial Communications, Public Affairs and Workforce Restructuring.

Capital Markets Communications

Our teams consist of senior-level investor relations counsellors armed with sector, financial research and digital expertise in every major financial market in the world.

With an in-depth understanding of what the investment community wants and needs, FTI Consulting helps corporate leaders navigate through moments of transition, deliver a consistent and credible corporate narrative to the market and cultivate a growing shareholder base.

ESG

Investor sentiment is increasingly placing ESG investment considerations centre stage. Shareholder activism is coercing businesses to place greater emphasis on their policies and improve practices.

We offer a holistic approach to determine how companies can manage this risk and leverage the opportunity of ESG from a regulatory, political, and marketplace perspective. Specifically, we advise how organisations and management teams can action their ESG efforts to remain ahead of the curve and best equipped to weather any storms in the future.

“ESG factors are taking their place as a central and more relevant part of company disclosure and that is going to continue to evolve.”

Our Unique Strengths



Advisor to the World’s Top 10 Bank Holding Companies



The No.1 Crisis Management Firm



The No. 1 Anti-Trust Economics Practice



Advisor to 95 of the World’s Top 100 Law Firms



Advisor to 51 Fortune 100 Corporations

We Make A Difference

With approximately 700 consultants worldwide, FTI Consulting Strategic Communications has the breadth and depth of experience to help clients ensure that the right message reaches the right audience at the right time.

In addition to being the No. 1 global M&A communications advisor, we have one of the largest global networks in the market.

FTI Consulting has offices in Cape Town, Johannesburg and Stellenbosch, which are home to our Forensic & Litigation Investigations, Economic & Financial, Business transformation, Corporate Finance and Strategic Communications teams.

And with offices in 29 major financial centres across the globe, we successfully serve clients wherever and whenever challenges and opportunities arise.

Our Awards



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FTI Consulting is an independent global business advisory firm dedicated to helping organisations manage change, mitigate risk and resolve disputes: financial, legal, operational, political & regulatory, reputational and transactional. FTI Consulting professionals, located in all major business centres throughout the world, work closely with clients to anticipate, illuminate and overcome complex business challenges and opportunities. For more information, visit www.fticonsulting.com and connect with us on Twitter (@FTIConsulting), Facebook and LinkedIn. www.fticonsulting.com

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