



# The Lukaszewski Group

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Management Consultants  
In Communications

## **EXPERIENCE SUMMARIES**

### **COACHING & TRAINING FOR EXECUTIVES & MANAGERS / LEADERSHIP**

The Lukaszewski Group advises, coaches, and counsels the men and women who run very large corporations and organizations. Much of our advice and counsel involves teaching and coaching executives, managers, and supervisors to make fundamentally sound, results-oriented communication decisions and to effectively communicate those decisions to others.

Some of the more recent areas in which James E. Lukaszewski, *ABC, APR, Fellow PRSA*, has provided ongoing or situational professional development involve:

- Coaching leaders for successful succession
- Dealing with personal and organized attacks
- Developing personal verbal power and charisma
- Enhancing presentation skills
- First-line supervisor effectiveness
- Leadership vision and inspiration
- New CEO guidance
- Overcoming board-driven opposition
- Personal coaching of CEOs and corporate leaders for interviews, testimony, acquisitions, and takeovers
- Personal leadership development

Much of Jim Lukaszewski's career has been devoted to developing the ability, skill, knowledge, expertise, and savvy of his professional colleagues in communications, investor relations, marketing, and public relations as well as those of other staff functions – finance, human resources, law, and security. He is most often called upon to counsel and coach individuals and groups through the most difficult, tough, touchy, sensitive circumstances and issues. He also provides professional development seminars and private one-on-one or small group coaching programs for corporations, trade and professional associations, government agencies, and not-for-profit organizations.

The organizational leaders who are the best candidates for coaching by Lukaszewski are those facing serious internal and external problems involving: activist counteraction; community relations and grassroots campaigns; corporate relations failures; reputational threats; crisis communication recovery; re-establishing employee loyalty; succession questions; ethics/integrity/compliance failures; litigation visibility; Web-based attacks; and corporate survival strategies. Our broad-based experience ranges from helping executives work through media-initiated investigations, plant closings, and product recalls to criminal litigation and takeovers.

We are frequently retained by senior management to directly intervene and personally guide management through the resolution of corporate problems and bad news. The situations we help resolve often involve conflict, controversy, community action, or activist opposition. The fastest growing portion of our practice involves civil and criminal litigation.

Jim has personally counseled, coached, and guided thousands of executives in organizations large and small from many cultures representing government; the military and defense industry; the agriculture, banking, computer, financial, food processing, health care, insurance, paper, real estate development and telecommunications industries; educational institutions; cooperatives; trade and professional associations; and non-profit agencies. He is one of the few who can and truly does coach CEOs.

Our spokesperson programs help executives communicate clearly, logically, and persuasively during media interviews, presentations, and testimony. Jim's coaching objectives are to help those he coaches:

- Develop communication objectives with on-camera practice and critiquing.
- Teach participants good interview preparation skills – how to answer questions and react to various interview situations, including telephone queries by trade and general media.
- Coach participants on techniques that will enable them to feel in control and get corporate messages across using skills such as bridging, positive answer construction, and effective non-verbal communication.
- Be more interesting, memorable, quotable, and verbally powerful.

Lukaszewski has prepared spokespersons for crucial public appearances; local and network news interviews including *20-20*, *60 Minutes*, *Dateline NBC*, and *Nightline*; financial analyst meetings; and legislative and congressional testimony. He also provides personal coaching for executives in trouble or facing career-defining problems.

In addition, Jim makes public presentations in most of the areas in which he provides in-house senior level coaching and staff professional development.