



# The Lukaszewski Group

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Management Consultants  
In Communications

## **EXPERIENCE SUMMARIES**

### **CRISIS COMMUNICATIONS MANAGEMENT**

Crisis communications management is the core competency of James E. Lukaszewski, *ABC, APR, Fellow PRSA*, and his firm, The Lukaszewski Group Inc. Our practice is predominantly U.S.-based, but also global with international clients seeking our services both in New York and in corporate and branch facilities outside the United States.

Lukaszewski has been actively engaged in managing other peoples' bad news since 1974 when he became the deputy press secretary to Minnesota Governor Wendell R. Anderson. Jim was one of several individuals who managed the visibility of this very popular U.S. politician. After leaving government in 1978, he started his own firm, which specialized in executive coaching, media training, and crisis management and strategy. Over the years, his practice broadened to encompass most, if not all of the strategic areas senior executives face in managing, anticipating, or dealing with crisis.

Lukaszewski is hired to do one, some, or all of three things during crisis: guide the organization's key actors through the process of resolving the issues; work with senior management as they fulfill their responsibilities, before, during, and after the occurrence of a crisis; actively step in, direct, and manage crisis response on the client's behalf.

Our crisis consulting practice is divided into 12 strategic areas:

1. Activist / Web Attack Counteraction
2. Coaching & Training for Executives and Managers / Leadership
3. Community Relations / Grassroots Campaigns / Gaining Public Consent
4. Corporate Relations / Professional Development
5. Crisis Communication Management Readiness & Simulations
6. Employee Relationships / Loyalty Building / Labor Relations
7. Ethics / Integrity / Compliance Communications / Corporate Governance
8. Litigation Communication Management
9. Management Communications Strategy / Reputation Recovery
10. Media Relations Strategy & Analysis
11. Public Affairs & Exposure Management Forecasting
12. Strategy

About 80 percent of our practice involves the direct resolution of urgent, serious, crisis situations. The other 20 percent relates to increasing organizational readiness and management's ability to deal with crises when they come. Jim is usually called into organizations, which find themselves in difficult circumstances, when:

- There is no plan.
- There is an older plan, developed by people no longer present, with some relevance but largely out-of-date.
- There is a partially finished plan created by individuals who couldn't finish the task, lost management support, or focused on the wrong processes.
- Plans are in place but need assessment and tune-up based on current circumstances and vulnerabilities.
- Plans are functional but require testing, simulation, and practice to refine their applicability.
- Plans require realistic scenario development for practice and preparation purposes.

One of the most crucial services the Lukaszewski Group provides is directly coaching leaders and managers, preferably before something happens, but usually while a serious event is unfolding.

The Group's practice encompasses virtually every industrial classification of activity. You can review a list of the hundreds of types of problems Jim Lukaszewski has worked on and resolved over the years at [www.e911.com](http://www.e911.com). From the Navigation Bar, Click on Who We Are & What We Do, and then scroll down to Crisis Index.

Jim Lukaszewski is one of the most prolific authors in crisis management in the United States today. To review his extensive writings and teachings, starting at the Navigation Bar, and continuing down the right-hand side of the e911.com site, explore these content-rich sections:

- Hear & See for Yourself
- Article, Monographs, Books & Speeches
- Executive Actions
- Strategy
- Expert Commentaries & Concept Blocks
- Crisis Guru Commentaries