



# The Lukaszewski Group

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Management Consultants  
In Communications

## EXPERIENCE SUMMARIES

### STRATEGY

Strategy is what The Lukaszewski Group does every day – namely strategic thinking, managing management involvement in crises, coaching, counseling, leadership development, and providing second opinions.

#### **Thinking and Acting Strategically**

*We are experts* in developing conclusive, fundamentally sound communication strategies for companies with high-profile problems and issues ranging from activist demonstrations to civil, criminal, or class action lawsuits; from environmental, health, and safety risks to xenotransplantation. What makes us different is our ability to quickly and efficiently focus company management on the key decisions that need to be made and to structure an outcome-focused communication response. We often work with every critical operating function within the organization to get issues resolved, decisions made, and actions taken.

*The practical result is* the immediate, responsive management of serious problems and appropriate, structured, focused communication. At the same time, while moving forward, the client organization learns more about resolving its own issues.

#### **Managing Management Involvement**

*We are pragmatists.* Our job is to tell it like it is, to forecast the unintended consequences of the organization's actions, and to make important, conclusive, and do-able recommendations.

*Our style facilitates communication* between different departments, divisions, and individuals within the organization. The goals are to help managers and supervisors know what to say and when to say it; decide what to do and when to do it; and to recognize when it's time to say and do nothing.

*Typically, we take these first steps to get a situation under control:*

- Listen to senior management's most important concerns.

- Develop an action-based plan of attack.
- Build senior management confidence in the response team and the strategy.
- Focus the team and other consultants on getting it done.
- Reduce management anxiety through practical, do-able, and useful recommendations.
- Manage senior management disappointment, irritation, and impatience.
- Implement on-site programs; translate strategic assessment and program concepts into action steps.
- Work with and train mid-level managers on problem resolution approaches and strategy.
- Identify and plan participation exit strategies for senior management.

### **Coaching and Counseling**

***We only handle the toughest, touchiest, and most sensitive aspects of any problem.***

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.

### **Second Opinions**

***With more than 25 years on the front line of crisis communication management,*** one of our most important roles, aside from strategically directing response operations, is to provide second opinions. During a typical year, The Lukaszewski Group provides its opinions in situations involving activist attacks; angry communities; organized opposition; government investigations; high-profile litigation; network television news coverage; *60 Minutes*, *Primetime Live*, and other news magazine shows; media investigations, and the like. We are frequently called the “Consultant’s Consultants” and the “Expert’s Experts.”