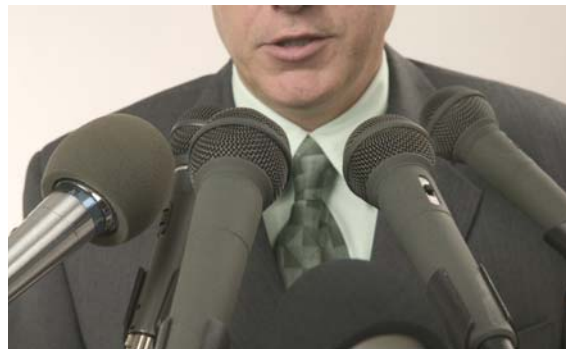


# Media Training & Leadership Coaching For Executives & Managers

By **James E. Lukaszewski**  
*America's Master Coach*

Jim Lukaszewski's personal training and coaching programs help executives, supervisors, and managers improve their leadership, supervisory, and problem management skills, and managers and spokespersons to communicate clearly, logically, and persuasively during media interviews, presentations, and testimony.



To discuss your specific needs, please call  
The Lukaszewski Group at 914.681.0000 or  
E-mail at [tlg@e911.com](mailto:tlg@e911.com).

**Coaching programs** are structured to accommodate the experience, duties, and temperament of executives who require more sophisticated, often one-on-one, approaches. Coaching sessions for the chairman or chief executive can be conducted privately, on a one-on-one basis or in a group of five or fewer senior executives. Sessions may be broken into two-to-four hour segments, conducted at different times or on different days.

**Training programs** for spokespersons are provided as in-house workshops, custom-tailored to specific client needs. The most frequently used training format is the single, full-day session in one subject area for up to five participants. However, media, presentational, or testimony coaching modules may be combined for two-day programs. The Lukaszewski Group offers customized workshops for individuals, small and large groups.

## **James E. Lukaszewski,** *ABC, APR, Fellow PRSA*

Jim is one of the few who can and truly does coach CEOs.

Jim's coaching objectives for on-camera practice and critiquing are to:

- Gain immediate control of all interview situations.
- Develop interview preparation skills – answering questions and reacting to various interview situations.
- Get corporate and organizational messages across.
- Be more interesting, memorable, quotable, and verbally powerful.
- Practice on-camera, in real time with constructive coaching and advice.

Lukaszewski has prepared spokespersons for 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.

Powerful ongoing or situational professional development programs available:

- **Executive Media Workshop – Getting Your Story Out**  
Spokesperson coaching and training on-camera with message development, strategy discussion, and skill building.
- **Presentational Skills Workshop – Building Leadership Through Verbal Excellence**  
Based on Lukaszewski's concept, *Powerful Presentations: Strategies for Achieving Verbal Excellence*.
- **Surviving a Crisis**  
A one day or day and a half day intensive crisis simulation. This real-time exercise involves victims and the collateral damage crises cause. An interesting, intense, powerful, and sobering learning and coaching experience.
- **Testimony Workshop**  
Individual and group preparation for testimony before Congress and other governmental bodies, in legal settings, and responding to or generating media exposure and the community responses that are expected.
- **Community Spokesperson Workshop**  
Preparing organizations to overcome contentious community problems through effective communication by local people. Local success depends almost entirely on local representation.
- **Preparing for High-Profile National and International Media Exposure, Investigations, and News Shows**  
If *60 Minutes*, *20-20*, *Dateline NBC*, or *Nightline* are heading for you, this is the program that will help you survive and succeed.
- **Managing the Media Investigation and Web Attacks**  
Strategies for getting your organization's story out accurately, while limiting reputational damage and controlling your own destiny.
- **Coaching for Leadership**  
Individual leadership skills and management effectiveness; successful succession; new CEO guidance; overcoming board-driven opposition; personal coaching of CEOs and corporate leaders for interviews, testimony, acquisitions, and takeovers; leadership vision and inspiration; and overcoming opposition.

