



# The Lukaszewski Group

Management Consultants  
In Communications

## **WE NEED A SPEAKER**

### **PRESENTATION TOPIC DESCRIPTIONS**

#### **The 51% Factor: Building Public Consent & Overcoming Opposition**

Gaining, regaining, or maintaining public consent to operate, sell, build, expand, or renovate is a powerful fact of business and organizational life. Just ask Wal-mart, Ikea, Disneyland, a power company, or your local contractor – anyone having a business or organizational need to expand or change community life patterns in your own town.

How do you overcome angry outbursts, opposition, activism, and media attacks? And what about the politicians?

In this dynamic, interesting, and unconventional presentation, Jim Lukaszewski walks through his concept of how to have influence in powerfully positive ways that can build internal and public consent during the most urgent of situations. He will talk about the *Theory of Mutual Inattention* and blow a hole in the old notion of *Reservoirs of Good Will*. He'll describe the *Six Myths of Communication* and why it takes more than facts and data to be convincing. He'll talk about the five *Axioms of Influence*, and why those audiences that don't care are the most important to influence. And he'll talk about winning, even when people are unhappy or mad at you, and the media are upset.

It takes just 51% . . . get there and you get what you need.

#### **Program Topics**

- Understand how Jim's direct approach can guide the outcomes of controversial situations.
- Move beyond the media as the sole outlets for informing the general public.
- Identify and utilize alternative methods for reaching direct and indirect stakeholders.
- Learn communication strategies that overcome today's world of allegations, alarms, speculation, intervention, and sensationalism.

#### **For Additional Information or to Schedule Mr. Lukaszewski Right Away**

Please call us at 914.681.0000 to discuss your conference or meeting and speaker needs. Or contact us via E-mail at [tlg@e911.com](mailto:tlg@e911.com). Please describe the nature of your event, the audience, the date(s), time(s), and location, along with your name, title, organization, mailing address, E-mail address, direct telephone number, and facsimile number. We will respond promptly.