



The Lukaszewski Group

Management Consultants
In Communications

SCHEDULE JIM AS A KEYNOTE SPEAKER OR PROFESSIONAL DEVELOPMENT WORKSHOP LEADER

TESTIMONIALS & AUDIENCE/CLIENT COMMENTS

Event Coordinator/Event Participant Testimonials

These are comments from the event coordinators and participants of Jim Lukaszewski's presentations:

- “Jim, I just had to write and let you know how valuable I found your seminar on developing the mind of a strategist. As a person who re-entered the workforce after 15 years of raising a family, I have absolutely no aspirations to get to the big table. But I wouldn't mind getting to – what should I call it – the coffee table perhaps . . . All I can say is ‘fantastic.’” — *Teleseminar Participant*
- “Dear Jim, Thank you so much for such a dynamic, informative, and rich presentation at NYSAE's [New York Society for Association Executives] Media Training Day. It was easily one of, if not the best, presentations I've ever seen. I heard nothing but rave reviews about the entire program. It was delightful meeting you and I hope for another opportunity again soon.” — *Chair, NYSAE [New York Society for Association Executives], Education Committee*
- “Jim, I attended your presentation on *Becoming a Trusted Advisor* at the recent ASIS International [American Society for Industrial Security] conference in San Diego and found it to be very useful. Unlike many presentations that contain a few nuggets mixed in with a lot of ore, your presentation was all nuggets, a distillation of collected wisdom. At the close of your presentation, I mentioned to you that I had an upcoming meeting with our new CEO and how timely your presentation was. You suggested an article that you'd written on the first 100 days of a CEO, which your assistant e-mailed to me that same day.

It's not often that you hear a really great speaker at a conference, much less one that cares enough about a member of his audience to share additional materials based on his professional experience and observations. I will be keeping your business card handy and will be checking your Web site.” — *Program Participant, ASIS International Annual Seminar and Exhibits*

- “Jim, I was primarily responsible for your invitation to address the public information officers at the recent NACo Legislative Conference in Washington, D.C. I just want

you to know that your presentation was very well received by those in attendance and for that I thank you. Your presentation was one of the most professional I have seen (and I have seen more than a few). Again, thank you for your time and expertise and I hope you enjoyed it as much as those of us who were there!” — *Larry Liddell, Program Director, National Association of County Information Officers (NACIO)*

- “Thank you so much for sharing your expertise with the county officials at the National Association of Counties Conference in Washington, DC last week. Your presentation was informative, enlightening, and entertaining. I feel proud to be part of the same APR team with you.” — *Conference Participant*
- “Dear Jim, Thank you for making the trek to Washington to help our county officials think positively about their communications! One participant wrote, ‘This was the most enlightening, thought-provoking, engaging seminar I have ever attended.’ I know you would like more specific feedback, but I’m sure you know that the attendees went away happy and energized. Your packet of materials was impressive.” — *Association Event Coordinator*
- “Excellent presentation at IABC conference in Toronto . . . especially focus on ‘understanding the management mind.’ Well done! Cheers!” — *IABC Conference Participant*
- “Jim, On behalf of the ‘senior practitioners’ of the Georgia Chapter of PRSA [Public Relations Society of America], I want to thank you for taking time on Monday evening to meet with us and share some of your insights into today’s public relations challenges. The responses I’ve received from those in attendance show that you hit the target and they really enjoyed the casual discussion and your candor. Many have recommended that we continue with the “a dialogue with...” concept for future sessions.” — *Association Chapter Member, Event Coordinator*
- “I am glad I got the meet you at the Monday PRSA Georgia [Public Relations Society of America, Georgia Chapter] meeting. I have to say rarely do people live up to their hype . . . well, you did.” — *Association Chapter Member, Participant*
- “Thanks again for your presentation on Wednesday. Your comments received uniformly high marks from the attendees and, at least for me, left much food for thought. I hope we have the opportunity to work together one day.” — *Association Chapter Member, Event Coordinator*
- “Dear Mr. Lukaszewski, I wanted to thank you for contributing to our program by presenting the ethical Socratic dialog on Friday. I understand the evening was successful and students contributed.” — *Director for Continuing Studies Program at a University*
- “I took a crisis communication management seminar class from Jim a couple of years ago at NYU [New York University] – it was fantastic. Now, one of my clients has asked me to provide a list of the industry’s top crisis communications experts, and I’m putting Jim at the top.” — *Student in a Continuing Studies Program at a University*
- “I was very impressed with Mr. Lukaszewski’s ‘Gaining Public Consent’ workshop, offering through PRSA [Public Relations Society of America]. I’ve signed up for his ‘Crisis Communications’ workshop on October 30. I will continue to read his materials and attend his workshops because of his polished, experienced, and knowledgeable delivery.” — *Workshop Participant*

- “I enjoyed both your presentations at the Milwaukee PRSA [Public Relations Society of America] Leadership Conference. Your words inspired me and provided motivation that I now use everyday. Thank you.” — *Conference Participant*
- “I totally enjoyed James Lukaszewski’s CPRS [Canadian Public Relations Society] presentation here in Vancouver last week. It was one of the most pragmatic and sensible presentations I have heard yet on the role of the public affairs counselor vis-à-vis the CEO.” — *Conference Participant*
- “I attended your crisis communication workshop in Philadelphia last week. It was the best-spent professional development time in memory. Many thanks.” — *Public Relations Society of America Workshop Participant*
- “I first heard Jim speak at a PRSA [Public Relations Society of America] conference. I have since signed on for teleseminars and heard him speak at other conferences. I’m always impressed, never disappointed, always come away smarter than I was before. Thanks, Jim.” — *PRSA Conference Participant*
- “Attended the Web seminar ‘Influencing Employee Attitudes’ on June 23rd. This was the best Web seminar/teleconference I’ve ever attended! Finally, a useful meeting!” — *Web Seminar Participant*
- “Mr. Lukaszewski’s presentation in Toronto at a conference a couple of years ago is still one of the best presentations I have seen.” — *International Association of Business Communicators Conference Participant*
- “Heard Jim at the Counselors to Higher Education Conference in Philadelphia. Masterful.” — *Conference Participant*
- “Your presentation at NSPRA [National School Public Relations Association] in Chicago on becoming a strategic advisor was AWESOME! I also enjoyed your PRSA [Public Relations Society of America] teleseminar on building community relationships. I appreciate your ability to streamline topics and give us the insight into the mind of the CEO!” — *NSPRA Conference Participant*
- “I was so inspired by your talk and DVDs (I listened to them twice last week), that I compiled a presentation and delivered it to my office today. I could actually feel the difference in their attitudes this afternoon. Our LI office is about 20 people so any shift in mood is apparent.” Your advice and insight helps me to realize “I can do it”. — *IABC Long Island, NY Chapter Meeting Participant*
- “Jim was one of the best speakers IABC has offered.” — *IABC Long Island, NY Chapter Meeting Participant*
- “Many thanks for your informative, practical, fun and extremely useful class on Crisis Communications in Atlanta. I regret that I had to miss the last 45 minutes of class because I enjoyed every minute of it. I am looking forward to devising a plan after I return to my office and impressing my boss with my newfound knowledge.” — *PRSA Two-day Workshop Participant*
- “We are certainly looking forward to your upcoming seminar on Powerful Presentations. Several members of my team have taken this seminar before and like it so much that our organization has registered to host a session for 20 CEOs of new tech startup companies that we assist in their early stages. We think your advice on creating a solid pitch is so valuable that we are paying for these companies to learn

from the experts to help grown our regional economy.” — *IABC Chapter Member, Canada*

- “A few months back you sent me several audio-tutorial CDs as an apology for the interruption that occurred during a PRSA *PR Giants* broadcast. I mentor a group of PRSSA students. I tell them they must invest in themselves and their continued educations every year. This was a big step for my group. I had offered to pay for a program of their choice: they wanted to hear from you. Thank you again for sharing your gifts!” — *Director of Public Information & PRSSA Mentor*
- “Just a note to thank you for your presentations last Friday. I came away with a lot of useful information and learned what I was doing instinctively was right. I particularly enjoyed your “bullet point” concerning how PR people need to be candid with their leader. Thanks for a great morning. Now I understand why everyone was so excited that you were our keynoter!” — *Director of Communications, Public School District*
- “You were a smash hit of gargantuan proportions. If this were show biz (and it kind of IS), we would be using terms like “Boffo!” Thank you, thank you, thank you. I have a bazillion pumped up school administrators who want more, more, more, so I hope you like coming home because we need to get you back.” — *Director of Communications, Trade Association*
- “I just attended your teleseminar on “Building Crisis Plans that Work” and enjoyed it so much I thought I would sign up on your web site. I’m in a position now where I’ve out grown my current duties and there is no room for growth and development at my current job, so I’m using this time to gain knowledge through seminars and case study reading. I will reach my sixth year this May and hope to have my accreditation soon. I look forward to gaining valuable experience from you and what you have to offer.” — *PR Specialist, Southeastern U.S.*
- “First of all – thanks so much for a tremendous seminar on Friday in Washington, D.C. (Role of the Trusted Strategic Advisor) . . . it was the best I have ever attended. On the train ride back to Connecticut, I checked out your website – and it is really great! Thanks so much . . . tons of awesome, useful information!” — *Corporate Communication, Public Utility*
- “I attended Jim’s seminar on March 30 in Washington, D.C. and found the content and delivery very engaging and worthwhile. Jim is a great speaker. Please add me to your fan club.” — *PR Manager, Scottsdale, Arizona*
- “Thank you for sending the material. Jim’s presentation to our group was, hands down, the best I have been to in years. I will take the time to review this when I return to my office in Pennsylvania. Thanks again.” — *Vice President, Marketing & Communications*
- “Your presentation was excellent! All the unofficial reviews were giving you high marks and I am confident the evaluations will support them. I know I walked away with several actionable tactics for my growing management responsibilities. Thanks for joining us and sharing your knowledge and experiences.” — *Manager, Communications*
- “Thanks so much for your valuable advice in today’s session. I only wish I’d been the beneficiary of your insight and perspective earlier in my career (now 30ish years long). I’m a new, admiring student of your generous advice. I can’t thank you enough for turning on several lights for me, ones that were blinking dimly in the back of my mind – but now will shine the way to greater success in providing valuable

communications options for my agency. Again, I truly appreciate you sharing your wisdom today.” — *Director of Communications, US Regional Commission*

- “Hey Jim, just a quick note to say how much I enjoyed seeing you and going through your "mind of the strategist" presentation again. I described it to you as "going to church," because it's kind of like the sermons you've heard before, but you always get something new, and you also know it's being upgraded each time.” — *Retired Public Relations Agency Owner*
- “Your presentation was so powerful because you provided both the theory behind leaders thinking and the practical "hands on" tools and techniques I can use to be more effective in my role as a counselor and advisor to my CEO. I realized some of the patterns and behaviors I have been doing that have undermined my own personal power. I wrote them up, shared them with my CEO and made a commitment to better serve him in my role by identifying two things I can do differently. I asked him for feedback in about three months so that I can understand if I've enhanced our working relationship and my effectiveness for him.

Today, I took the opportunity to use the 3 Minute Drill with my CEO. Guess what? It worked! Much to my amazement, it worked so beautifully that the conversation was over in 5 minutes and we both ended the conversation feeling that our conversation had been effective and productive – and that's a huge win in my book. Thank you so very much for your insightful workshop. I appreciate your wisdom and look forward to learning from you for many years to come.” — *2007 PRSA Int'l Conference Attendee*

- “I wanted to thank you. Some time ago I met you at a Long Island lecture. You were kind enough to give me two of your CDs on leadership. I have been employing your concepts since then and now I am seeing the results – little by little. I feel like E.F. Hutton, people want to hear me. Now I just have to make sure I always have something worthwhile to say. The point is, your coaching, via audio discs listened to on the way to and from the office, has helped me gain knowledge to raise the bar. So, thank you.” — *Design Director, Architectural Design Firm*
- “Many thanks for your in-depth, instructional teleseminar yesterday. My position at this company lets me communicate regularly with many levels of managers/leaders, so I'm able to witness a variety of leadership styles. Your presentation left me with a greater awareness of effective leadership communication, how it's used here at our company, and how I can use positive communication to be a better leader. ” — *Public Relations Specialist, Wisconsin*
- “I completed my media training course, and want to thank you for setting this up for me. It was quite an edifying day, and Jim Lukaszewski is somewhere between engaging and inspiring. In many ways, it covered stuff that was obvious, but not occur to a persons if it wasn't pointed out by someone like Jim. He is also very well organized and explains in some detail that the average interview allows the interviewee to speak between 75 and 150 words. The whole day is constructed around optimizing those few words.

Thanks again. I would recommend this to anyone at risk of facing the media. ” — *Trade Association Executive*

Audience Comments

Most of Jim's programs receive the highest rating available, or are among the highest rated presentations at the conferences where he is invited to speak. Here are typical comments from audiences after hearing Jim Lukaszewski speak:

- "Very informative. Useful information."
- "I always enjoy Lukaszewski's teleconferences."
- "Very beneficial. Useful information."
- "There were many valuable points. Good perspectives that I hadn't considered."
- "Excellent program. Extremely worthwhile. Great information."
- "I think it was effective and covered key points. Very informative for the time allowed."
- "Mr. Lukaszewski did a great job distilling a lot of information into portable take-away concepts."
- "Good solid information and tools."
- "Impressive and informative."
- "Very good presentation offering many examples that can be applied to my job."
- "Very effective – Jim is a natural speaker."
- "I only wish I had heard this years ago. It would have helped my career tremendously!"
- "Outstanding!"
- "Great insight on how to view and handle many situations."
- "Extremely useful."
- "Mr. Lukaszewski had a great deal of valuable information. Well done!"
- "Takes my work to a new level."
- "I liked it, very different and interesting."
- "Very concise, clear, easy to follow along. Speaker was personable, even though not in person. This format is a great idea!"
- "Excellent techniques and well-crafted handouts. A wealth of information in a short period of time."
- "Great overall value! Very interesting and informative."
- "Great subject. Great presenter. Mr. Lukaszewski always makes tough challenges look easy."
- "Interesting and useful for anyone to use as techniques for professionals and in our personal lives, in many relationships. Should be useful for all management."
- "Very insightful. I enjoyed it very much."
- "It's always interesting to review things I've learned in life, but Jim is able to take these lessons and put them into processes – easy to follow, logical, and good sense. A very good session."
- "Mr. Lukaszewski's systematic approach is excellent. I feel I could follow the presentation as a checklist the next time we have bad news to deliver."
- "Presenters skill level very much appreciated, as well as knowledge level."
- "A great way to get more 'high level' information for senior communicators."
- "Excellent program."
- "Practical information, excellent format, and easy to understand."
- "I wish it were longer! I learned a lot and had many 'aha!' moments."
- "Excellent, will need to participate in more with different topics."
- "It was very informative and enlightening."
- "Practical information, excellent format, easy to understand."
- "It is a good format — the handout is very helpful, and I took lots of notes."

- “Impressed, and was interesting content. I liked attending this session and am interested in other topics in this format.”
- “Outstanding.”
- “Useful information; presenter delivery was easy to listen to — kept my attention!”
- “I am glad I got the meet you at the meeting. I have to say rarely do people live up to their hype . . . well, you did.”
- “Your presentations were great, just what our members needed to hear!”
- “Jim is one of the best speakers IABC has offered.”
- “We are certainly looking forward to your upcoming seminar on *Powerful Presentations*. Several members of my team in Alberta, Canada have taken this seminar before and liked it so much that our organization has registered to host a session for 20 CEOs of new startup companies we assist in their early stages. We think your advice on creating a solid pitch is so valuable, we are paying for these companies to learn from the experts.”
- “I must say how much I enjoyed and learned from the IABC Webinar yesterday. I liked how you presented the ideas so clearly and in a compelling way.”
- “This was a ‘refresher’ for me and my team, and we found it valuable.”
- “This is the second time our department has tuned in to this particular teleseminar – the first time was about five years ago. We use the information contained in it so often we felt it was time for a refresher! Plus, we’re dealing with a new group of senior managers so we wanted to make sure we had the latest from Jim in consulting with them.”
- “It’s always important to get a fresh, insightful, experienced perspective. Jim offered quality content.”
- “As for the value of the Web component, I liked the way James highlighted the communication paths when discussing the base and special audiences.”
- “It had never occurred to us that some employees DO NOT want to be recognized publicly. That context has already altered our internal employee communications. Talk about real time!”
- “I also want to say that, as usual, Jim was a very effective speaker and covered this information efficiently. He kept the attention of my summer college interns throughout the presentation. I know it was invaluable to them. Great job, Jim!”
- “Your presentation at the NIOA conference was nothing short of inspiring! Your line of thinking is very much in tune with many of my core beliefs about the power of positive thinking and the use of positive language. Thanks so much!”

Client Testimonials

Jim Lukaszewski’s clients are senior leaders for the top 10 organizations across all industries. Here are comments from individual clients Jim has coached, counseled, and advised:

- “Meeting you by phone eight years ago will be something I always remember. Your advice was a critical step (again and again and again) on the road to success. Moreover, the lessons we learned from applying your approach have been applicable to countless other situations – both professional and personal.” — *Major Corporate Investment Advisor*
- “I absolutely loved what you wrote. [You are] masters at your work to say the least.”

- “Your work has always impressed with me mostly because of your skill as a thinker is so well articulated in your writing/speaking. Thanks. You are one of the best in our business.” — *Corporate Relations, Major Global Insurance Company*

Lukaszewski CDs

- “Wanted to let you know that I have been playing your 3 CDs in my car almost daily and have fine-tuned my business, given your guidelines. Your CDs have been a blessing.” — *New Jersey Public Relations Consultant*
- “I’m thoroughly enjoying the CDs you left behind while you were in Seattle for a few reasons. One, you have a warm presentation style. Second, you are very tangible in how you present the points and related outcomes. As soon as I finish them this week, I will be able to properly promote them internally within our team. I appreciate your hard work on behalf of the PR community.” — *President / COO, Seattle Public Relations Agency*
- “Just received the three CDs you so graciously sent following our discussion at the Bulldog Reporter’s Media Relations Summit in DC. Thank you very much. I’ve only begun listening to *How to Develop the Mind of a Strategist*, but I’m thinking this will be on my MP3 player soon.” — *Manager, External Communications, Public Utility*

E911.com Web Site

- “This is a WONDERFUL website! Thank you so much for this information. I've printed so many pages that I've caused our office's printer toner to get low! This is EXACTLY what I've been looking for and you're providing this information at such a perfect time for me in my PR career. Thank you, thank you, thank you!! .” — *Public Affairs Officer, Los Angeles County*
- “Just a few words: amazing Web site! I have to say, there is no need to do any semiotic analysis to understand the new layout.” — *Public Affairs Officer, Los Angeles*
- “Jim, great stuff... you are clearly the lead expert in this area, and a bunch of others, and I have enjoyed your materials and growth of TLG.” — *Public Relations Agency Executive, Denver*
- “Congratulations! I have some idea of how long and hard you have worked on this and look forward to perusing it in the days ahead -- quite an achievement!!!” — *Public Relations Agency Owner, New York*
- “Your new Web library is unlike anything in the communications business. Your point-of-view and body of work have always been inspirational, and now they are cataloged as a deep resource for PR pros and for management. Bravo!” — *Reputation Management Consultant, Atlanta*
- “If you're ever doing crisis PR, you'll want to look at www.e911.com.” — *Principal, Public Relations & Marketing Firm, Westchester County New York*

- “I just checked out your "new & improved" website and at first glance, it is fabulous! Easy to read, easy to navigate, colorful and informative. Congratulations on your continued success, no doubt directly related to your hard work and commitment.” — *Midwestern Television Anchor and Actor*
- “Congratulations on the launch of your website. I've been for a visit to the impressive and clear site. And, have already referred a friend ... and potential client ... to the site.” — *National Public Relations Executive, Fortune Company*

Testimonials / Stories for Why Should the Boss Listen to You? The Seven Disciplines of the Trusted Strategic Advisor

- “Every senior leader worth his or her salt should listen to what Jim Lukaszewski has to say. The record is clear. Often it has been Jim's unique experience, insight, and counsel that made the difference between success and failure for leaders facing the most challenging problems and issues of their careers.” — *Vice President-Corporate Communications, Midwestern Utility*
- “As the CEO of my own firm today, and as Jim's mentor and college advisor years ago, I am reminded of the depth of perspective Jim has always displayed in operating as a trusted advisor to so many, even as he completed his education. This book will open up his wise and inventive approaches to guiding and advising to a much wider business audience. I encourage you to read this book and be inspired by it.” — *Chief Executive Officer, Personnel Consulting Company*
- “I've been a communication consultant to all types of organizations for more than 30 years, and I thought I knew all there was to know about offering advice to my clients—until I read Jim Lukaszewski's book. What a treasure trove of insights, experiences, and practical advice on how to become and remain a valued advisor. Read it and learn.” — *Director, Center for Crisis Public Relations & Litigation Studies, Eastern University*
- “Jim is well known for helping those in the C-suite deal with crises. With his new book, *Why Should the Boss Listen to You*, he teaches us how to build the kind of trusting relationship needed to be the first person the CEO calls when there's a situation brewing. Or when he or she just wants to hear some straight talk.” — *Account Supervisor, Baltimore Public Relations Firm*
- “This book is all muscle, no fat. It will challenge even the most trusted advisors to improve their skills. Hats off to Jim Lukaszewski for an actionable playbook, not to mention a good read.” — *CEO, Midwestern Public Relations Firm*
- “In this book, the magician reveals his secrets. And guess what? Some of it is magic, but most of it is integrity in action. You can do it too.” — *Retired Consultant*
- “There is a delicate balance to be drawn between advising a client as to a business aspect of a particular matter and advising the client in regard to a matter which has become contentious. Jim has an uncanny sense of the nuanced tones and content of the advice that must be given and reading this book provides invaluable insights and guidance to help you navigate the often treacherous waters swirling around management.” — *Co-Managing Partner, Long Island Law Firm*

- “It is one thing to write how to handle corporate crises. It is another thing to live them, actually to experience the sudden attacks, the unanticipated assaults that CEOs face. It is one thing to offer arms-length advice. It is another thing to share the problems and to work with the CEO in developing strategies and solutions during the most difficult times.” — *Retired Management Communications Consultant*
- “Jim Lukaszewski has ‘been there and done that’ for many years. He personally has helped resolve more corporate crises than anyone I know of. His experience “in the trenches” equals the high quality of his judgment.” — *Retired Management Communications Consultant*
- “I’ve worked side-by-side with Jim Lukaszewski. He brings enormous credibility to high pressure situations. Clients listen because they sense immediately that he is a trusted advisor. I’ve read every word of his book. If you want to add new value in your organization and be viewed as a trusted advisor, you should, too.” — *Davis Young, Author, Building Your Company's Good Name*
- “Jim Lukaszewski is a counselor’s counselor. Paying attention to what he has to say will pay you dividends many times over.” — *Vice President-Corporate Communications, Midwestern Utility*
- “Jim Lukaszewski is a premier counselor to CEOs for a simple reason: he knows how they think, what matters to them . . . and what does not matter to them. Too many who contend for influence in the executive suite do not know these basics. They attempt to impose their notions of what the boss should know about their functional area. Far better that they forget their own job title, put themselves in the boss’ shoes, and bring useful insight that helps the leader move the organization forward. Jim’s book shows aspiring counselors exactly how to do this.” — *Executive Director, Crisis Connection*
- “Secrets revealed: For many years Jim Lukaszewski has been the “go-to” guy for corporate, nonprofit, and government staffs and boards of directors. These are folks who worry about crises and quake in fear that the top dog just “doesn’t get it.” I’ve seen it happen – Jim comes in, seems to whisper in the ear of the man or woman who heads the organization and “presto” the organization’s leadership starts driving up the right path. Time and again the group hovering around the meeting asks, “How does he do it?” — *Retired Consultant*
- “I have both worked with Jim and learned from him. No one I know is more focused and more consistent in the approach to providing strategic advice than Jim. He combines those immeasurable qualities of experience, intelligence and grit that allow him to say what the client needs to hear in the way it needs to be heard. Attorneys are in the unique position of both advocating for, AND TO, a client.” — *Co-Managing Partner, Long Island Law Firm*
- “When your company is faced with a dire situation, there is great comfort in picking up the phone and hearing Jim Lukaszewski’s voice. When we get in a tight spot we rely on his wisdom and advice.” — *Vice President of University Communications, New Orleans*
- “Jim Lukaszewski is the best strategic thinker I know. But what makes him even more valuable to clients is his ability to sell his recommendations to CEOs and senior management. That combination of talents is exceedingly rare.” — *Midwestern Communications Consultant*

- “Jim’s diverse background, depth of experience, and hands-on battle skills in the trenches deliver superior results; his strategic advice and counsel made the difference.” — *Vice President, Government Affairs & Communications, Canadian Natural Resources Company*
- “A terrific read. Being a trusted advisor to a senior leader is a challenge that can be fraught with peril. Jim Lukaszewski dares us to accept that challenge and gives us the insights and tools to excel in that role.” — *Vice President-Corporate Communications, Midwestern Utility*
- “Well, one of the most ‘trusted strategic advisors’ I know is Jim Lukaszewski. So, if you want your boss to listen to you, read this book . . . and everything else Jim writes. Jim Lukaszewski combines insight with experience to provide advice that can be trusted. Fortunately, he’s able and willing to share his knowledge with others. As expected, this book is smart, relevant, actionable. Read and do what Jim writes – your boss will be more apt to listen and do what you advise.” — *Chief Marketing Officer, EVP, Senior Partner, Major Public Relations Firm*
- “Jim Lukaszewski is widely regarded as one of the country’s preeminent authorities in crisis communications and issues management. I have been privileged to work with Jim and to benefit from his wise counsel for many years. There is no one whose judgment I trust more when confronted with a highly sensitive communications challenge. What I admire most, however, is Jim’s innate desire to teach others. Through his professional practice and his writings, Jim relentlessly challenges us to elevate our thinking and our skills in order to drive strategic thinking throughout our respective organizations.” — *Former Vice President of Public Relations, Communications & Marketing, Renowned Children’s Hospital*
- “The desire to be taken seriously at the senior management level is a topic of frequent discussion among corporate communications and public relations professionals. *Why Should the Boss Listen to You: The Seven Disciplines of the Trusted Strategic Advisor* offers an experienced look at the ‘C-Suite’ world and how to earn your place in it.” — *Principal, Connecticut Public Relations Firm*
- “In *Why Should the Boss Listen to You: The Seven Disciplines of the Trusted Strategic Advisor*, Jim Lukaszewski draws on his long and successful career as a counselor to senior management, in a clear and straightforward way. No matter what your profession, the Disciplines will help you see higher and further.” — *Principal, Connecticut Public Relations Firm*