



# The Lukaszewski Group

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Management Consultants  
In Communications

## **WHO WE ARE AND WHAT WE DO**

### **AREAS OF PRACTICE**

#### **Corporate Relations / Professional Development**

##### ***The Lukaszewski Group Approach***

The Lukaszewski Group's role is to provide direct guidance on issues of overwhelming importance to the organization. We help executives work their way through potentially career-defining situations – providing coaching, mentoring, and pragmatically useful advice. Increasingly, we are asked to directly manage portions of given problems on behalf of the organization or individual involved.

We work in several critical areas:

- Advising boards of directors, board committees, and their advisors
- Building trust by reducing employee or constituent fear, uncertainty, or doubt
- Communication during adverse situations
- Crisis communication planning and management
- Exposure management planning, strategy, forecasting
- Management of external communications issues and problems
- Merger/acquisition communication
- Redefining corporate themes
- Resolution of internal communications problems
- Serving as surrogate spokespersons
- Strategic communication approach development;
- Strategy development for serious public policy issues
- Succession approaches and counseling
- Transformational/re-engineering communication
- Vulnerability identification

Our fundamental philosophy is that all management problems and issues can be resolved through positive, constructive, ethical communication activity. Therefore the continuing development of these skills and knowledge as a professional discipline is essential to effective

organizational management, advancement, and the building of public trust. The critical areas in which we are most commonly asked to work are:

- Private counseling for leadership
- Personal counseling for professional leaders in large corporate organizations
- Resolving or mediating conflict between various factions and organizations
- Seeking unusual perspectives and insightful approaches
- Senior member of the PRSA Board of Ethics and Professional Standards (BEPS)
- Setting the tone for professional debate and discussion
- Special assignment execution for various arms of the profession
- Teaching advanced corporate public relations topics in an academic setting
- Teaching advanced public relations subjects in a corporate setting

### ***Brief Descriptions of Recent Projects***

- **Business reversal/Chapter 11:**
  - Coached and counseled *Fortune 100* executive team preparing to make necessary financial and public presentations to emerge from Chapter 11.
  - Advised leadership of troubled financial institutions as they worked through the U.S. savings and loan problem.
- Checking the experts: For several *Fortune* companies and foreign-owned U.S. corporations, confidentially evaluated internal and external consultant communication advice received during high-profile national problems.
- **Corporate scandal:**
  - Guided CEO's handling of national media inquiries following embezzlement by former senior employee.
  - Counseled senior executives on effective strategies for public and employee communications related to elimination of drug dealing on company premises.
- **Corporate relations planning:** Developed complete corporate relations department start-up plan and structure for new company (*Fortune 100*) being spun off from a U.S. *Fortune 50* corporation.
- **Exposure management:** Designed specific communications/reporting programs to help management stay alert and informed, and to forecast future problems.
- **Indictment:** For a variety of clients, provided crucial personal communication and strategic management advice in the face of corporate and individual criminal prosecution.
- **Leadership development:** Helped *Fortune 500* CEO restructure his management approach to save his career and redirect the business in more effective directions.
- **Mergers/consolidations:** Developed key corporate messages and local communication strategies; counseled executives through the process.

- **Quick assessment:** For national telecommunications company, provided snapshot of ideas, messages, strategies, plans, and news as well as in-depth reactions and assessment.
- **Restructuring labor agreement:** In preparation for intense, possibly violent labor negotiations, initiated communication planning and strategy, including message development and local spokesperson identification and training.
- **Succession coaching:** For a variety of major and medium-sized U.S. corporations, served as mentor, sounding board, reality check, and frustration manager to incoming and outgoing corporate leaders. Prepared management team for the planned and unplanned strains and stresses of succession.
- **Waging peace:** Guided management of major U.S. manufacturing facility through one of the most divisive labor disputes in its history.
- Providing the most comprehensive, content-rich Web site in the fields of crisis communication and leadership, fundamentally without charge to users.

### ***Brief Descriptions of Recent Projects***

- **For the International Association of Business Communicators (IABC):** Development and delivery of monthly Web-based teleseminars before audiences of several hundred or more.
  - *Becoming a Verbal Visionary: Getting Ahead in a Man's World – A Special Program for Women in Communications*
  - *Big Events, Big Crowds, Big Ideas for Corporate Special Events*
  - *Delivering Bad News: Handling Tough, Touchy Sensitive Emotional Situations and Emotional Questioners*
  - *Effective Consulting: Getting Those You Advise to Listen to and Act on Your Advice*
  - *Finance for Communicators*
  - *First Response: Five Approaches to Crisis Communication Readiness and Response Development*
  - *Influencing Employee Attitudes: Rethinking Employee Communications; Challenging Current Assumptions*
  - *Influencing Public Attitudes: Direct Communication Strategies That Increase Your Influence, Reduce the Media's Power, and Put You More In Control of Your Own Destiny*
  - *Management Decision Making, Developing Communication Integrity, Building Ethical Leadership*
  - *Managing Angry Publics: Customers, Neighbors, Employees, and Critics*
  - *Managing Bad News: Building Crisis Plans That Work*
  - *Media Coaching for Media Coaches: Coaching Insights on Shaping Content and Messages*
  - *Media Relations Strategies During Crisis*
  - *Reducing Conflict Between Corporate Security and Corporate Communications When Crises Occur*

- **For the Public Relations Society of America (PRSA):** Development and delivery of monthly Web-based teleseminars on various important topics before audiences of several hundred or more.
  - *Building Community Relationships: Gaining and Maintaining Public Consent*
  - *Coaching Leaders: How to Talk so Leaders Will Listen and Listen so Leaders Will Talk to and Rely on You*
  - *Corporate Security and Crisis Management: Crucial Collaboration When Disasters and Threats Occur*
  - *Crisis-proofing Your Organization, Part II: First Response, Four Crucial Components All Successful Crisis Plans Must Have*
  - *Getting to the Table: How to Develop the Mind of a Strategist*
  - *In Crisis, In Court: How to Manage High Visibility Litigation*
  - *Media Relations Strategies: New, Interesting, and Powerful Approaches*
  - *Media Training for Media Trainers: Getting to the Message*
  - *Re-engineering Employee Communication: A Strategic Analysis and Discussion*
  - *Surviving in a Man's World: Lessons for Women in Communications*
  - *The Art of Giving Advice*
  - *When the News Is Bad: Handling the Toughest Questions and Emotional Questioners*