

The
Lukaszewski
Group

Management Consultants
In Communications

POWERFUL PRESENTATIONS:

Say What You Mean and Mean What You Say

Participant Guide


A Web Seminar Sponsored by the

**International Association of
Business Communicators (IABC)**

Presented by


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

**Wednesday, October 28, 2009
12:00 – 1:30 p.m. EDT**



Contents

- Participant Letter
- PowerPoint Presentation
- Handout
- Discussion Outline
- James E. Lukaszewski Biography



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In Communications

October 2009

Dear Seminar Participant:

Thank you for registering for the special IABC seminar, *Powerful Presentations: Say What You Mean and Mean What You Say*. This program centers on the techniques, strategies, as well as on some of what I call “secrets” that go beyond typical coaching and the how-to “stuff” you hear in most programs.

My work involves coaching senior executives every single day on issues that matter, in circumstances that count, and in situations where careers are being defined in one way or another. It’s with this in mind that I developed this unique approach to talking about presenting powerfully, strategically, and skillfully. I’m presuming that you’re attending this program for at least two reasons: first, you’d like to be a better presenter than you are; and second, you, too, coach people who need to be better than they are.

Should you wish to contact me ahead of time with the issues or questions you’d like me to address during the seminar, you may do so by phone or e-mail:

914.681.0000 – Office
tlg@e911.com – E-mail
www.e911.com – Web site

Included in this *Participant Guide* is a discussion outline. Should you or the groups attending with you care to talk about the program, assess what you learned, and identify some additional questions you might like to explore following the presentation, this outline can get a good discussion started.

Thank you for participating in this Web seminar. I know you’ll find the program very important, helpful, and useful.

Sincerely,

James E. Lukaszewski, *ABC, APR, Fellow PRSA*
Chairman and President
The Lukaszewski Group Inc.

P.S. My books, monographs, and strategy newsletters are available through my Web site, www.e911.com.

Welcome to the IABC Virtual Seminar
Wednesday, October 28, 2009

Powerful Presentations: Say What You Mean and Mean What You Say

James E. Lukaszewski,
ABC, APR, Fellow PRSA

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Please Tell Jim Where You Work

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Check out Jim's new Crisis Guru Blog

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In This Issue

- The Lukaszewski 2009 CEO Survival Forecast
- Radical but Necessary... A New Way Forward
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- Customer Defection: Another Watch
- Critical Management Tool: Reading Recommendations

Executive Action
Strategic Crisis Management Insights for Decision Makers and Their Trusted Advisors

June 2, 2009
Number 4

Note to Readers

Hey, welcome back.

Wow. There are more than 4,000 of you now, and the number grows every month. Hopefully I can maintain our high-level relationship and, perhaps, if you like it you can recommend it to others.

Please note the very special Web seminar on June 24, 2009 from 12:00 noon to 1:30 p.m. EDT, *Are You Ready for Violence in Your Workplace?* This topic is growing in importance and being prepared is becoming more important. Please consider attending or recommending the program to others who may need this information. [Click here for registration details and more information, including pricing.](#)

Quick Links

- About Us
- Coaching & Training
- eNewsletter Archive
- Schedule Jim as a Speaker
- The Crisis Store
- TLG Web Site

Upcoming Events

James E. Lukaszewski, ABC, APR, Fellow PRSA

Photo Credit: Harry Turner.

E-mail: tlg@e911.com
 Web site: www.e911.com
 Jim's Blog: www.e911.com/crisisgurublog.html
 Linked In: www.linkedin.com/in/jameslukaszewski
 Twitter: twitter.com/jimlukaszewski

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It's About You . . . and Them . . .

- Your style
- Your approach
- Your goals
- Your impact
- Helping others

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Today's Program

1. The Secret of Audiences
2. The Secret of Benefits
3. The Secret of Body Language
4. The Secret of Introductions
5. The Secret of Language
6. The Secret of Preparation
7. The Secret of Storytelling

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Secret #1: Audiences

They're on Your Side

- They seek your success
- Give them permission to participate

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The Audience Wants

- You to succeed more than you do
- To be included in the presentation
- To admire presenters who pre-answer questions
- To trust presenters who share real useful, helpful information

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Strategy #1 Share Yourself With Your Audience

Be energetic

Be personal

Share with your audience:

- Early struggles
- Hobbies/recreation
- Special areas of knowledge or expertise
- Some unusual, recent experience
- Beliefs/convictions

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Secret #2: Benefits

The Only Things Important to an Audience Are the Things That Are Important to an Audience

Is it for you . . . or for them?

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Give Your Presentation Away

- Use beneficial language
- Make it always about them
- Talk from their perspective
- Eradicate the "I"
- Let the audience own what you say, do, intend, hope to achieve

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How to Give Your Ideas and Concepts Away

- It's all about you or its all about them . . .
About them is better:
 - You, your, ours
 - "From your perspective . . . "
 - "From what you've told me . . . "
 - "My perception of your needs, wants, or goals is . . . "

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Strategy #2 Build Interest

- Humanize
- Personalize
- Dramatize
- Visualize

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Strategy #3 Show Compassion

Put yourself in the audience's:

- Hands
- Hearts
- Guts
- Head

Through:

- Insight
- Memorability
- Pragmatism
- Simplicity

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Secret #3: Body Language

Learn to say more than your body does.

- Do things on purpose
- Move for affect
- Use your body to enhance what you mean

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Send Success Signals

You are the crucial visual.

- Motion
- Posture
- Voice and body
- Gestures
- The crucial visual

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Secret #4: Introductions

Who you are is your responsibility.

- Introduce everything
- Make the audience care

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Audience-Focused Introduction

- Who you are
- What the audience will learn
- Why it matters
- When the audience can ask questions
- Where the audience can get more information
- How soon they can benefit from your presentation
- Something extra

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Secret #5: Language

**Your Mother Was Right . . .
Watch Your Language**

- You are how you sound
- Say things that matter
- Sit down early

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Say Something Important

- Talk with a focus
- Talk with vision
- Talk with emotion
- Talk with wisdom

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Say Something Powerful

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- Use Power Words:

Simple DIFFERENT
URGENT TOUGH Valuable
Important Critical

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Use Power Techniques

- Packaging
- Story telling
- Simple, positive language
- Chronology
- Tell 'em
- Coach 'em

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Secret #6: Preparation

Start With the Questions You Expect to Have to Answer

- It's you and the room
- Give them something better

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The SSOLERR Listening System*

- **S** *Stop* what you're doing and focus
- **S** Face the person or group *Squarely*
- **O** Adopt an *Open*, constructive posture
- **L** *Lean* forward toward the individual or group to show interest
- **E** Make good *Eye* contact
- **R** *Relax*
- **R** Question *Reflectively*, using *who, what, why, where, when, how* to achieve open-ended questions

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* Lukaszewski 2009 modification of Egan, G. (1990). *The Skilled Helper*, 4th Ed. Pacific Grove, CA: Brooks/Cole.

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Advance and Visualize Your Success

- Know the venue
- Walk the space
- Block out your talk
- Plan your moves
- Check the mic
- Rehearse in the space

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Rehearse!

- Rehearse
- Rehearse
- Rehearse . . . and

Rehearse Some More!

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Secret #7: Storytelling

**A Picture May Be Worth
1,000 Words but a Good
Story Is Worth 10,000
Pictures**

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Teach, Influence, Inspire, and Change People

- Brief
- Positive
- People-oriented
- Understandable
- Non-technical (13)
- Lesson, moral, self-evident truth
- Move everyone forward . . . along
different paths

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Handout Page 29

SUCCESS TIPS FOR STORYTELLERS

1. Analyze and understand why your favorite stories work. Use the same process to perfect new stories.
2. Four excellent sources for story models, which help you create better stories, are:
 - Bits and Pieces
 - Storytelling Magazine
 - Readers Digest
 - Visual Speeches of the Day
3. Join the National Storytelling Association, National Speakers Association, or the Canadian Authors Association.
4. Be alert to good stories you hear.
5. Create a story/idea folder and keep it in your desk. When you get an idea or think of a message you'd like to get across, jot it down on a form like the sample on the right.
6. Create a lesson, message, or self-evident truth folder and look for stories that can serve as evidence for your message.

STORY DEVELOPMENT FORMAT

1. Message, communications objective, moral, lesson, punch line, purpose:

2. Plain language synopsis:

3. People focus, main characters:

4. Structure, sequence of events (beginning, middle, end):

5. Key Facts:

6. Human factors:

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**Strategy #4
Be Charismatic**

- Tell stories that matter
- Tell stories that teach
- Tell stories that make them cry, laugh, and think
- Tell stories that touch their hearts
- Cry yourself

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Choose Stories for the Lessons They Teach

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The Impact of Charismatic People

- You are quoted
- People tell your stories
- What you teach is taught to others by those you taught
- You are quoted in your own presence
- People willingly do what you recommend

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Being Memorable Is a Personal Discipline

Decide to Be Memorable

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Why Do This?

- Moving people is fun
- Changing people is energizing
- People changing themselves because of you is an amazing personal accomplishment

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**James E. Lukaszewski,
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Questions & Answers

To ask a question via
phone, please press
*1 on your telephone
keypad.

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- November 18** *Communicating Tough, Touchy, Sensitive Situations, Dealing With High-Level Emotional Issues*
- December 16** *Getting the Boss to Listen: Becoming a Trusted Advisor*
- January 27** *Mobilizing Employee Attitudes to Build & Maintain Workforce Consent*

* All seminars are scheduled from 12:00 - 1:30 p.m. ET.
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To find out more about IABC programs.

Julie Freeman, ABC, APR, President

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www.e911.com

Register to receive periodic updates of content and Mr. Lukaszewski's public appearance schedule.

tlg@e911.com

To contact Mr. Lukaszewski directly.

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International Association of Business Communicators



Overcoming Opposition: Dealing Effectively With Emotionalized Issues, Organized and Disorganized Opposition, Media Attacks, and Persistent Bad News
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Thank You for Attending the IABC Web Seminar
Wednesday, October 28, 2009

**Powerful Presentations:
Say What You Mean and
Mean What You Say**

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

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POWERFUL PRESENTATIONS:

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Handout


A Web Seminar Sponsored by the

**International Association of
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**James E. Lukaszewski,
ABC, APR, Fellow PRSA**

**Wednesday, October 28, 2009
12:00 – 1:30 p.m. EDT**



Contents

- Sample Introductions
- Power Words
- Listen Up: The SSOLERR System
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- Color Words
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SAMPLE INTRODUCTIONS

INTRODUCTION FOR

JAMES E. LUKASZEWSKI, ABC, APR, FELLOW PRSA

**How to Develop a Strategic Mindset: Your Key to a Seat at the Table
2009 IABC World Conference**

**June 2009
San Francisco, California**

WORD COUNT: 190 (1 Minute, 25 Seconds)

Jim Lukaszewski (loo-ka-SHEV-skee) has guided hundreds of management teams through extremely sensitive and tough, career threatening crisis situations. Working through his global crisis communications practice, The Lukaszewski Group, Jim's goal is to change management behavior in constructive, ethical ways because in crisis, appropriate behaviors must precede any effective communication.

Corporate Legal Times lists Jim as one of “28 Experts to Call When All Hell Breaks Loose,” *PR Week* says Jim is one of 22 “crunch-time counselors who should be on your speed dial in a crisis.”

A prolific author, teacher and lecturer, Jim speaks and writes about crisis management, ethics and management strategy, and leadership development.

His newest book “Why Should the Boss Listen to You? The Seven Disciplines of the Trusted Strategic Advisor,” teaches communicators that understanding the world from the CEO's or boss's perspective is the first and most important step towards becoming trusted as a business advisor. Jim talks about getting—and keeping—that sought-after “seat at the table”.

Jim's presentation today is about each of you and how you can develop the strategic mindset that bosses look for. Let me present Jim Lukaszewski . . .

SAMPLE INTRODUCTIONS

INTRODUCTION FOR

JAMES E. LUKASZEWSKI, *ABC, APR, FELLOW PRSA*

**Schering-Plough Executive Lectures
Becton College of Arts & Sciences
Fairleigh Dickinson University**

**February 2009
Madison, New Jersey**

WORD COUNT: 191 (1 Minute, 25 Seconds)

James E. Lukaszewski (loo-ka-SHEV-skee), is a corporate and organizational troubleshooter. Senior managements retain him, as a trusted outside advisor, to directly intervene and manage resolution of serious corporate problems and threats. He coaches CEOs, is a prolific author, lecturer and speaker, and is often quoted in major business publications. His pragmatic, ethically based approaches to managing the worst problems businesses and organizations can face.

His Web site, www.e911.com, has been called the University of Crisis Management.

Jim's clients will tell you that he is a teacher, a thinker, and coach, with the unique ability to help them look at problems from a variety of perspectives, think through and strategize in new ways and take appropriate, highly focused ethical action. Jim believes that management problems can only be solved through superior personal leadership skills combined with positive, strategic, ethical communication

The recipient of many academic and professional awards, *Corporate Legal Times* listed him as one of "28 Experts to Call When All Hell Breaks Loose." *PR Week* calls him one of 22 "crunch-time counselors who should be on your speed dial in a crisis."

Let me present Jim Lukaszewski . . .

SAMPLE INTRODUCTIONS

INTRODUCTION FOR

JAMES E. LUKASZEWSKI, ABC, APR, FELLOW PRSA

**ASIS International
Annual Seminar & Exhibits**

**September 2009
Anaheim, California**

WORD COUNT: 194 (1 Minute, 26 Seconds)

Jim Lukaszewski (loo-ka-SHEV-skee) is an advisor and consultant, based in Mount Kisco, New York.

Much of Jim's career has been devoted to developing the communications knowledge, ability, skill, expertise, and savvy of staff and operations professionals.

Jim is also a coach and teacher to CEOs and top operating executives all across North America and Europe. He is most often called upon to counsel, coach, and prepare leaders and managers to work through crisis and high-profile problems. Recent examples of his crisis work include: product liability, activist attacks, environmental errors, strikes and labor negotiations, media investigations, workplace violence, and civil, criminal, and class action litigation.

Corporate Legal Times lists Jim as one of "28 Experts to Call When All Hell Breaks Loose." *PR Week* listed Jim as one of 22 "crunch-time counselors" who should be on your speed dial in a crisis."

His newest book, *Why Should the Boss Listen to You? The Seven Disciplines of the Trusted Strategic Advisor*, was released by Jossey-Bass in 2008.

Today, Jim will take you through a very interesting and intense orientation to working with the news media, and exercises that will sharpen your focus on crisis management.

Jim?

POWER WORDS

- | | |
|-----------------|-----------------|
| 1. Aggressive | 22. Needed |
| 2. Attack | 23. New |
| 3. Candid | 24. Powerful |
| 4. Clear | 25. Prevent |
| 5. Critical | 26. Prioritize |
| 6. Crucial | 27. Protect |
| 7. Defend | 28. Purposeful |
| 8. Detect | 29. Responsible |
| 9. Deter | 30. Sensible |
| 10. Different | 31. Simple |
| 11. Direct | 32. Sincere |
| 12. Empathize | 33. Strong |
| 13. Emphasize | 34. Surprised |
| 14. Energize | 35. Tender |
| 15. Essential | 36. Tough |
| 16. Exciting | 37. Truthful |
| 17. Fascinating | 38. Unique |
| 18. Forceful | 39. Unusual |
| 19. Important | 40. Urgent |
| 20. Legitimize | 41. Valuable |
| 21. Necessary | |

LISTEN UP*

The SSOLERR System

SSOLERR is a listening technique to enhance personal communication. It can be very effective, depending on the situation, and the individuals involved. Gerald Egan recommended using an 'acronym' to help build all the components into communication with others. The SSOLERR theory has seven basic components:

1. Stop what you are doing and focus.
2. Face people squarely; the bodily orientation that you adopt conveys a message that you are involved.
3. Open body shape; an open posture is generally seen as non defensive. Crossed arms or legs might convey that you do not feel involved with the individual.
4. Lean forward slightly; a slight inclination forward is taken as showing personal interest and commitment.
5. Eye contact; regular but varied eye contact is conveyed as interest in the person.
6. Relax; maintain a relaxed appearance and manner.
7. Ask reflective questions: who, what, why, where, when, and how.

SSOLERR can help to guide you when you are discussing sensitive information. Within the main content, active listening is essential. Active listening does not just mean listening and hearing; it involves trying to understand the meaning of the words being used by the service user and the context from which they originate. Active listening is developing an interaction with the service user that helps to identify the real issues and to provide a meaningful dialogue in exchange.

When listening, individuals can operate at three different levels. These are partial listening, well tuned in listening, and global listening. Partial listening is where some of what the service user has said registers with the understanding on the receiver. This tends to be known as Level 1 listening. Well tuned in listening is when the majority of what is being said is accepted and understood by the listener. This tends to be known as Level 2 listening. Global listening is when the receiver is able to identify fully with the person speaking and has established empathy and congruence. This is often known as Level 3 listening.

* Adapted from www.WikiAnswers.com
(http://wiki.answers.com/Q/What_is_soler_communication&alreadyAsked=1).

STORY DEVELOPMENT WORKSHEET

SUCCESS TIPS FOR STORYTELLERS

1. *Analyze and understand why your favorite stories work. Use the same process to perfect new stories.*
2. *Four excellent sources for story models, which help you create better stories, are:*
 - *Bits and Pieces*
 - *Storytelling Magazine*
 - *Readers Digest*
 - *Vital Speeches of the Day*
3. *Join the National Storytelling Association, National Speakers Association, or the Canadian Authors Association.*
4. *Be alert to good stories you hear.*
5. *Create a story/idea folder and keep it in your desk. When you get an idea or think of a message you'd like to get across, jot it down on a form like the sample on the right.*
6. *Create a lesson, message, or self evident truth folder and look for stories that can serve as archives for your message.*

STORY DEVELOPMENT FORMAT

1. Message, communications objective, moral, lesson, punch line, purpose:

2. Plain language synopsis:

3. People focus, main characters:

4. Structure, sequence of events (beginning, middle, end):

5. Key facts:

6. Human factors:

COLOR WORDS: The Spokesperson's Greatest Vulnerabilities

Afraid	Delinquent	Harmful	Sad
Agitated	Demean	Hateful	Sarcastic
Aggravate	Deny	Hopeless	Scared
Alarmed	Despair	Hostile	Scum
Alleged	Desperation	Humiliated	Self-pity
Anger	Despicable	Hurt	Selfish
Angry	Destroy	Icky	Sellout
Anguish	Destructive	Idiot	Sham
Antagonize	Deteriorate	Ignorant	Shame
Anxious	Disappointed	Immature	Shameful
Apathetic	Disarray	Incompetent	Shatter
Appalled	Discontented	Inept	Sick
Apprehensive	Discouraged	Inappropriate	Silly
Argue	Discriminate	Irritated	Sissy
Arrogant	Disdain	Lies	Skunk
Ashamed	Disgusted	Litigate	Slander
Assassinate	Dismiss	Lousy	Slash
Attack	Disrespect	Mad	Sloppy
Awful	Distorted	Mangled	Stinky
Bad	Distraught	Mangy	Struggle
Betrayed	Disturbed	Manipulate	Stupid
Blame	Dopey	Mean	Surrender
Blasted	Doubtful	Meek	Tampering
Bombs	Dumb	Messy	Tarnish
Bored	Duplicity	Minimize	Tense
Botched	Ecotage	Miserable	Terrible
Brainwashed	Embarrassed	Monopoly	Terrified
Bungled	Embattled	Nag	Terror-stricken
Buried	Endanger	Negligent	Terrorized
Capitulate	Enraged	Out-of-touch	Threatened
Catastrophic	Evil	Overwhelmed	Toxic
Collusion	Eviscerate	Overzealous	Tragic
Conceal	Excessive	Outrageous	Traitor
Confused	Exaggerate	Painful	Tumultuous
Conspire	Exposed	Panicky	Ugly
Contempt	Face-saving	Petrified	Unbelievable
Corrosive	Fat	Pitiful	Uncomfortable
Cover-up	Fearful	Poisonous	Underhanded
Cringe	Fight	Profiteering	Undermine
Critical	Foolish	Questionable	Uneasy
Crooked	Frightened	Racist	Unhappy
Curious	Frustrating	Regret	Unimportant
Damaging	Furious	Repudiate	Unlucky
Danger	Goofy	Resentful	Unnecessary
Deadly	Gratuitous	Resigned	Unreal
Deceitful	Greedy	Rip-off	Unsure
Defeated	Guilty	Rotten	Weird
Defective	Harassed	Sabotage	Worried
Defensive			

DISCUSSION OUTLINE

Powerful Presentations: Say What You Mean and Mean What You Say

*IABC Web Seminar
Wednesday, October 28, 2009*

If those who listened to this program with you would like to have a follow-up discussion, here are some questions to begin the conversation:

1. What do you know now that you didn't know when the program began?
2. What's the most important concept or idea you learned from this program?
3. What question has the presentation raised for which you need to find answers?
4. What key skills, ideas, or knowledges did this program confirm for you?
5. Based on what you learned and heard today, what is the first thing you're going to do when you return to your office?
6. What's the second thing you're going to do?

JAMES E. LUKASZEWSKI, ABC, APR, FELLOW PRSA

James E. Lukaszewski (loo-ka-SHEV-skee) advises, coaches, and counsels the men and women who run very large corporations and organizations through extraordinary problems and critical high-profile circumstances. The bulk of his practice is in the Western Hemisphere, although he has clients from many parts of the world.

He is an expert in managing and reducing contention, counteracting tough, touchy, sensitive corporate communications issues. He counsels companies facing serious internal and external problems involving: activist counteraction; community conflict and grassroots campaigns; corporate relations failures; reputational threats; employee relationship building; ethics/integrity/ compliance; litigation visibility; Web-based attacks; and threats to corporate survival. His broad-based experience ranges from media-initiated investigations to product recalls and plant closings, from criminal litigation to takeovers. He is frequently retained by senior management to directly intervene and manage the resolution of corporate problems and bad news. The situations he helps resolve often involve conflict, controversy, community action, or activist opposition. Almost half of his practice involves civil and criminal litigation.

He is a teacher, thinker, coach, and trusted advisor with the unique ability to help executives look at problems from a variety of sensible, constructive, principled perspectives. He teaches clients how to take appropriate, highly focused, ethically appropriate action. He has personally counseled, coached, and guided thousands of executives in organizations large and small from many cultures representing government; the military and defense industry; the agriculture, banking, computer, financial, food processing, health care, insurance, paper, real estate development, and telecommunications industries; cooperatives; trade and professional associations; and non-profit agencies. He is a coach to many CEOs.

Jim helps prepare spokespersons for crucial public appearances, local and network news interviews including *20-20*, *60 Minutes*, *Dateline NBC*, and *Nightline*, and for financial analyst meetings, and legislative and congressional testimony. He also provides personal coaching for executives in trouble, or facing career-defining problems and succession issues.

He is a prolific author (six books, hundreds of articles), lecturer (corporate, college and university), trainer, counselor, and public speaker. He is a member of *Public Relations Review's* Board of Professionals, a contributing editor for *Public Relations Quarterly*, member of InfoCom's *Media Relations Insider* editorial advisory board, frequent columnist and member of *PR News's* editorial board, columnist for *O'Dwyer's PR Services Report*, and columnist for PRSA's magazine, *The Strategist*. His 1992 book, *Influencing Public Attitudes: Strategies that Reduce the Media's Power*, remains a classic work in the field of direct communication. In 2005, the Public Relations Society of America published the final volume of his four-volume *Executive Action[®] Crisis Communication Management System: War Stories and Crisis Communication Strategies, An Anthology; Crisis Communication Planning Strategies, A Workbook; Crisis Communication Plan Components and Models: Crisis Communication Management Readiness; and Media Relations During Emergencies, A Guide*. His newest book, *Why Should the Boss Listen to You?*, was published by Jossey-Bass in 2008. He has published 25 monographs on critical communication subjects since 1994 and hundreds of articles throughout his career.

He is an internationally recognized speaker on crisis management, ethics, media relations, public affairs, and reputation preservation and restoration. Over the past 36 months he has addressed conferences of the U.S. Air Force Public Affairs Officers, U.S. Department of Veterans Affairs, National Information Officers Association, Puerto Rico PR Association, ABERJE in São Paulo, Brazil, Health PR & Marketing Society, Media Relations Summit, the College & University PR Association, Choice Hotels Annual Convention, CCEP World Conference on Disaster Management, National Air & Waste Management Association, National School Public Relations Association, Society for Human Resource Management, and Syracuse University; as well as the 2007, 2008, and 2009 International Conferences of IABC, the Public Relations Society of America, and ASIS International. He has addressed several Canadian trade and government conferences including the National Agriculture Awareness, the Government of Canada Communicators, and most recently Natural Resources Canada, Service Canada, Transport Canada, Purchasing Management Association of Canada, and the Canadian Investor Relations Institute. Visiting his Web site, www.e911.com, is like attending the University of Crisis Management.

An accredited member of the International Association of Business Communicators (ABC) and the Public Relations Society of America (APR), Mr. Lukaszewski is a member of the PRSA's College of Fellows (Fellow PRSA); Board of Ethics & Professional Standards; the Corporate and Public Affairs/Government Sections; and the New York City and Westchester/Fairfield Chapters. He is a member of the International Churchill Society, ASIS International, and the Society for Human Resource Management (SHRM). He lectures annually at the U.S. Marine Corp's East Coast Commander's Media Training Symposium and was the second recipient of its Drew Middleton Award. He is the recipient of Ball State University's National Public Relations Achievement Award, Patrick Jackson Award for Distinguished Service to PRSA, *PR News* Lifetime Achievement Award, Lloyd B. Dennis Distinguished Leadership Award, and named 2007 Minnesota Metropolitan State University Alumnus of the Year and the 2007 Practitioner of the Year by the Southern New England chapter of the PRSA.

Lukaszewski received his BA in 1974 from Metropolitan State University in Minnesota. He is a former deputy commissioner of the Minnesota Department of Economic Development and assistant press secretary to former Minnesota Governor Wendell Anderson. He founded Minnesota-based Media Information Systems Corporation in 1978. Prior to founding The Lukaszewski Group Inc. in 1989 he was senior vice president and director of Executive Communication Programs for Georgeson & Company and a partner with Chester Burger Company, both in New York City. His biography is listed in several editions of Marquis *Who's Who in America*. His name was listed in *Corporate Legal Times* as one of "28 Experts to Call When All Hell Breaks Loose," and in *PR Week* as one of 22 "crunch-time counselors who should be on the speed dial in a crisis."