

July/August/September 2000

TO: Executive Addressed
FR: James E. Lukaszewski, APR, Fellow PRSA
Jennifer A. Weichert, Weichert Financial Relations, Inc., Mendota Heights, Minnesota
RE: Seven More Axioms of Takeover Survival Communication, Part II

1. There is no question you can be asked about your situation that will surprise you. You may get irritated because a really tough or touchy subject is raised. You may even be humiliated, but you won't be surprised. All questions are opportunities to get your messages out. Focus on a few select messages. Turn each question your way. Realize in advance that repetition is key to ensuring the message is heard.
2. Preparation, rehearsal, and a certain amount of luck will keep you going, position you as a strong opponent, and earn you coverage and respect. Develop relationships with the media and other key constituencies in advance of negative issues arising.
3. Luck is limited. Use it wisely.
4. Neither the general public nor the business community will care about your problems.
 - o Fifty percent of the general public and 80 percent of businesses have no reason to care;
 - o Twenty-five percent of the general public and 50 percent of businesses probably have troubles worse than yours, from their perspective anyway, so they couldn't care or help if they wanted to.
 - o Should you get the attention of the remaining public, they will probably be glad you have the trouble you have; it takes the attention off their issues.
5. Leadership that shows business and political savvy, plus community sensitivity, can move companies to victory, or at least out of harm's way. Timidity, hesitation, and arrogance will bring defeat. You must keep the pressure on to win.
6. Keep your head on straight; avoid personalizing the issues; don't let emotion overtake control of actions and words; talk to your advisors and listen.
7. Plan in advance; rehearse your plans; know your strategies; know who your friends are; identify potential pitfalls and who might attack; line up your stratagem in advance of any issues arising; understand how to best communicate to your key audiences. Listen; listen.

Copyright © 2000, James E. Lukaszewski. All rights reserved.

The Lukaszewski Group Inc. ■ Ten Bank Street, Suite 530, White Plains, NY 10606-1952
Telephone 914.681.0000 ■ Facsimile: 914.681.0047 ■ tlg@e911.com ■ www.e911.com