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Why Should the Boss Listen to You?*

The Seven Disciplines of the Trusted Strategic Advisor

Presented By

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

“Among the crucial challenges all staff face every day are having access, being consulted regularly, getting higher up on the need-to-know list, and finding ways to help the boss act on the advice we give.”

—James E. Lukaszewski

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



Jim is a trusted strategic advisor to many CEOs and senior managers. *Corporate Legal Times* named Jim as one of “28 Experts to Call When All Hell Breaks Loose,” and *PR Week* named him one of 22 “crunch-time counselors who should be on the speed dial in a crisis.”

He is widely recognized as a consultant’s consultant who shares, teaches, and transfers his knowledge and experience to organization and corporation staffs and CEOs.

Jim is Chairman and President of The Lukaszewski Group Inc.

Agenda

INTRODUCTION Why Leaders Need Trusted Strategic Advisors

PART I Special Knowledge the Trusted Strategic Advisor Requires

- How Leaders Think and Operate
- What Leaders Expect
- Achieving Maximum Impact


PART II Seven Disciplines of the Trusted Strategic Advisor

- Be Trustworthy: The Foundation for a Relationship Between Advisor and Leader
- Become a Verbal Visionary: The Most Powerful Management Tool
- Develop a Management Perspective: How to Gain Access to the Strategic Decision Making Process
- Think Strategically: Concepts and Ideas Behind Being Strategic
- Be a Window to Tomorrow: Pattern Recognition, the Strategist’s Foundation for Action
- Advise Constructively: Four Approaches to Providing Advice Leaders Can Use
- Show the Boss How to Use Your Advice: Seven Elements of Effective, Actionable Advice

PART III Finding the Table

- How to Have Your Advice Sought After Earlier
- Become a Trusted Strategic Advisor
- How to Assess Your Daily Performance and Progress
- You Are the Table

* Based on Lukaszewski’s newest book released in 2008. Order copies of the book as handouts for attendees, give aways, or door prizes.

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