

The Lukaszewski Group

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AUDIO CD ABSTRACT

Ingredients of Leadership

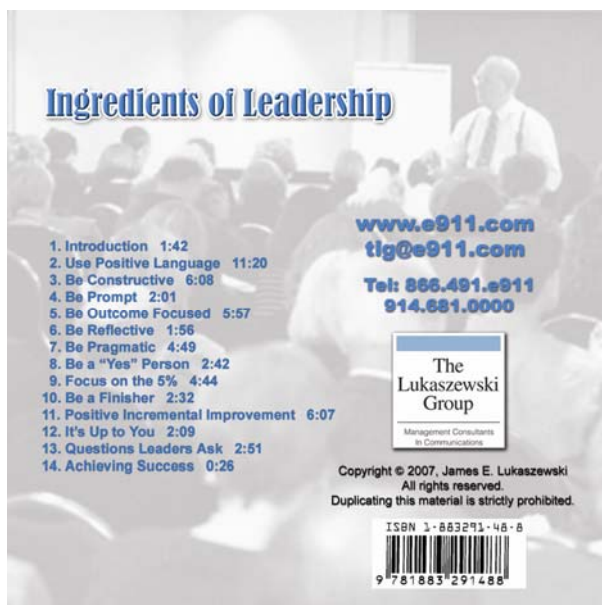
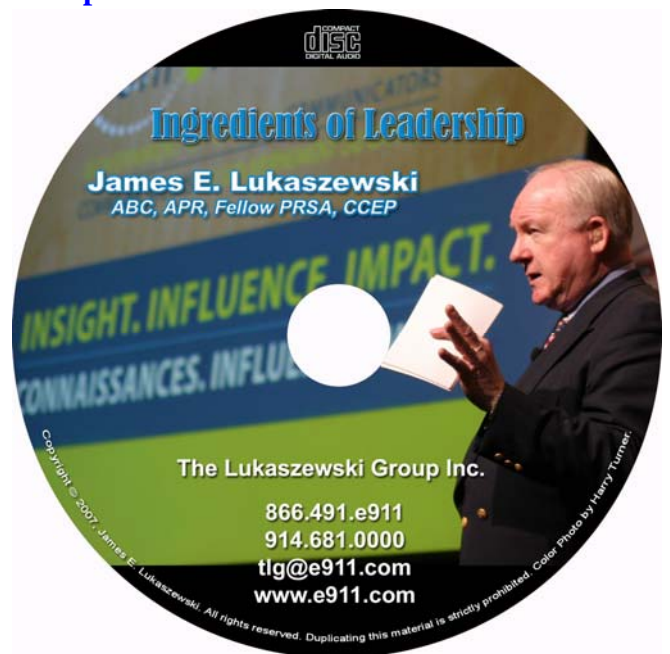
If you're a leader, work with leaders, or want to have impact on leaders and leadership, this professional development CD is for you. Besides the big title, what makes a leader a leader? How do we help leaders lead? What's the nature of the personal power leaders seem to have? Can you get some? Can you give some?

One common feature of all leaders is the gut-level desire to transform an organization how the organization thinks, works, and achieves goals. Top-level leadership is (or wants to be) the transforming force that energizes people and organizations. The crucial step in both becoming a leader and helping

others
become
leaders

is mastering your agenda understanding what you're about. This step is also about building a thorough understanding of how leaders lead and thinking in terms of the specific behaviors that move organizations and people into the future. Helping others become extraordinary individuals is essential because leaders are extraordinary people. That's the payoff.

For most of us, even those already in leadership positions, much of what we do is learned on-the-job, every day. What behaviors, attitudes, and expectations keep this daily on-the-job training process moving forward for the benefit of others as



well as for ourselves? The question every leader repeatedly asks is, “How can I effectively move the organization forward in some incremental way, every day?” When loyalty is at a premium, and markets and workplaces seem unstable, what is that force that can bring focus and forward momentum to leadership and the organization?

There are critical behaviors that important people, successful executives, and true leaders use to move people and processes forward. These behaviors are the key ingredients of leadership. The more of these ingredients leaders take to heart, teach, and expect of others, the more power the leaders will have to achieve their own objectives as well as to help others achieve theirs.

Listen and learn from Jim Lukaszewski, an acknowledged teacher of leaders. Most of his practice involves helping leaders learn how to be better, and working with outstanding individuals who want to become extraordinary people.

During this 52-minute program, Jim shares what he teaches leaders to help them grow. He provides powerful and interesting insights into how leaders become leaders and how you can help that process occur. He also talks about several key areas of leadership building:

1. Mastering your own agenda
2. The downsides of leadership
3. Leadership failure habits
4. The commitment of leaders
5. The virtues of leadership
6. The ingredients of leadership
7. How to know you're making a difference

Jim will help you understand the key ingredients of leadership during this intensive and energetic presentation.

The titles of the tracks on this CD are:

- | | |
|--------------------------|--------------------------------------|
| 1. Introduction | 8. Be a Yes Person |
| 2. Use Positive Language | 9. Focus on the 5% |
| 3. Be Constructive | 10. Be a Finisher |
| 4. Be Prompt | 11. Positive Incremental Improvement |
| 5. Be Outcome Focused | 12. It's Up to You |
| 6. Be Reflective | 13. Questions Leaders Ask |
| 7. Be Pragmatic | 14. Achieving Success |



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PRODUCT DETAILS

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ABOUT THE AUTHOR

James E. Lukaszewski (loo-ka-SHEV-skee) advises, coaches, and counsels the men and women who run large corporations and organizations. The bulk of his practice is in the Western Hemisphere, although he helps clients in most parts of the world. He is an expert in managing and counteracting tough, touchy, sensitive corporate communications issues. 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. The fastest growing portion of his practice involves civil and criminal litigation.

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. 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.