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**THE INGREDIENTS OF LEADERSHIP:  
FINDING THE PERSONAL POWER FOR MOVING  
PEOPLE AND ORGANIZATIONS INTO THE FUTURE<sup>©</sup>**

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**ABSTRACT**

Each year James E. Lukaszewski has the privilege of working with many, many senior and chief executives across the full spectrum of business activity: the corporate sector, government, military, non-profit organizations, and more. One powerful driving concept comes through in each of these settings – the gut-level desire to transform the organization, or to transform how the organization thinks; or to transform the attitudes of a group of individuals or customer base. Personal, top executive leadership is the transformational force that energizes people and organizations to achieve big goals.

Leadership is a lonely obligation. Every leader, no matter how many followers, is an individual actor, sharing ideas and concepts, mostly verbally, in the hope of producing a result that benefits the operation and the people whose lives those operations affect, and that the goals set are achieved.

The question every leader asks repeatedly is, “How can I effectively move the organization forward in some way everyday?” When loyalty is at a premium and markets and workplaces seem so unstable, what is the force that brings focus and forward momentum?

There are crucial behaviors important people, successful executives, and true leaders use to move processes and people 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 they will have to achieve their objective.

In this monograph Jim shares his 11 behaviors or ingredients, if applied with sincerity, are quite simple, sensible, quite positive, and very doable. He calls them the *Be-attitudes of Leadership* because they start with “be,” and they are attitude-driven behaviors.

Leadership is the strategic force that drives individuals, organizations, cultures, and societies forward every day. Leadership is the discipline of being intentionally constructive with a relentlessly positive approach to helping everyone. With these 11 Be-attitudes of Leadership you can live an important, happy, and successful life.



If this Abstract has been helpful and you wish to acquire the entire text, please visit [www.Amazon.com](http://www.Amazon.com).

## **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 very large corporations and organizations. He is an expert in managing and counteracting tough, touchy, sensitive corporate communications issues. The fastest growing portion of his practice involves civil and criminal litigation. He is one of the few who can and truly does coach CEOs.

He is a prolific author (several books, hundreds of articles), lecturer (corporate, college and university), coach, and counselor. He is quoted in publications such as *The New York Times*, *The Wall Street Journal*, *The Miami Herald*, the *Harvard Business Review*, and industry trade journals. He is a columnist, advisor, or editor for almost every major public relations periodical. His 1992 book, *Influencing Public Attitudes: Strategies that Reduce the Media's Power*, remains a classic work in the field of direct communication. He is the author of the four-volume *Executive Action<sup>®</sup> Crisis Communication Management System* and has published 26 unabridged monographs on critical communication subjects since 1994. His newest book, *Why Should the Boss Listen to You?*, was published by Jossey-Bass in 2008.

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](http://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) and Board of Ethics & Professional Standards. He served as a crisis communications advisor to the International Disaster Advisory Committee, Agency for International Development, Office of U.S. Foreign Disaster Assistance from 1989 to 1992, and is a civilian advisor to several other federal agencies. 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 both Ball State University's 2004 National Public

Relations Achievement Award and the 2004 Patrick Jackson Award for Distinguished Service to PRSA, and is among the winners of the 2005 *PR News* Lifetime Achievement Award. His name appeared 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.”