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CONTACT: Shelby Janner (512) 206-0229

Rebuilding Trust in America's Police Leadership and Peace in America's Communities

*Crisis management expert tells police leaders,
"It's about rebuilding peace and trust."*

MINNEAPOLIS, Minn. – Continuing incidents of police brutality continue to stir up emotions among Americans and damage public trust in police leadership. Thought leader, teacher, trusted advisor and sought-after crisis communication expert, Jim Lukaszewski spoke to hundreds of police chiefs and police administrators in Austin, TX about waging peace in their communities and the critical steps to rebuilding trust.

Lukaszewski, America's Crisis Guru[®], is known for his unique ability to help leaders look at problems from a sensible, constructive and principled perspectives. His career is devoted to counseling managers and leadership in the midst of challenging situations that always involve conflict, contention, controversy, community action or active opposition.

"The ideas I advocate are all concepts your mother taught you which you or your successors will have to carry out to restore peace and trust," Lukaszewski says. "Start today. When it comes to resolving contentious problems, speed of action beats smart and time-consuming thinking every time. The bad news will simply ripen badly until peace breaks out and trust is restored. Silence will be toxic to your careers," he told police leaders.

"When leaders recognize the importance of building trust, peace and success follow." Lukaszewski suggests seven crucial leadership strategies, among others:

- 1. Ask for input:** Troubled leaders often have so much on their plate that they resist seeking other views. Lukaszewski encourages leaders to talk with victims and survivors so trust can return.
- 2. Bring the afflicted into the decision-making:** Those who were victimized or otherwise harmed need a platform to talk about their pain and suffering. The result is trust or neutrality, rather than anger and contention, Lukaszewski says.
- 3. Provide advance information:** The biggest trust builder is providing information before people need it.
- 4. Really listen:** The proof of trustworthiness is making changes that are the result of someone else's suggestions.
- 5. Relentlessly answer questions:** He advises that answering questions is the first requirement of leadership integrity and the most powerful tool leaders have to build trust and peace.
- 6. Speak their language:** Lukaszewski advises leaders to tell personal stories and use examples that illustrate behaviors expected of everyone, especially police and police leaders.



7. Talk and think peace and trust: Publically commit to achieve more openness, truthfulness, candor, responsiveness, transparency, compassion and to keeping the record straight. Rebuilding trust requires that leaders remember and get back to people.

Jim Lukaszewski is a well-known speaker, author, counselor and ethicist. As a leading resource in crisis management, he counsels leaders in the western hemisphere through extraordinary problems and critical, high-profile circumstances. He was named one of the “Top 100 Thought Leaders in Trustworthy Business Behavior” in 2013 and 2014 by Trust Across America, and was recently recognized by the Public Relations Society of America (PRSA) board of directors as the first Member Emeritus of the PRSA Board of Ethics and Professional Standards (BEPS). Lukaszewski has authored hundreds of articles and twelve books including his most recent title, *Lukaszewski on Crisis Communication: What Your CEO Needs to Know About Reputation Risk and Crisis Management* (Rothstein Associates Inc., March 2013). He currently resides in Minneapolis, Minn. For more information, please visit www.e911.com.

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For more information or to request an interview with James E. Lukaszewski, please contact Shelby Janner at (512) 206-0229 or shelbyj@sheltoninteractive.com.