

SPEAKER PROFILE



A PASSION FOR THE TRUTH

"You are the best. Thanks for your sage advice and enduring wisdom on helping us to continually improve our open, honest, and responsive communication."

*Gratefully,
CEO*

Fortune 500 Company

"What an outstanding seminar! You really brought home to me the impact and potential of improved interview techniques, and I only wish I'd had the opportunity to receive this training years ago."

*Chief Executive
Canadian National Company*

"We feel that your sage counsel, steady hand, and constant advice to stay "relentlessly positive" have been a major asset to all that we have been able to achieve over the last 18 months."

*Co-CEOs
Fortune 500 Company*

Lukaszewski's Audiences:

James (Jim) E. Lukaszewski (Loo-ka-SHEV-skee) speaks annually before a wide variety of local, statewide, national and international organizations and associations, engaging thousands of audience members. His webinars reach several thousand additional participants.

His audiences are very diverse:

- Academia
- Business groups
- Chemical industries
- DINFOS
- Extractive Industries
- Health Care and Insurance Groups
- Law Enforcement
- State and Federal Government Agencies at all levels
- Trade and Professional Organizations
- Transportation
- U.S. Military Services and Intelligence Agencies
- ...the list goes on.

The Way Out of Trouble: Wherever there is or can be trouble, victims, serious problems and disaster, Jim knows the way out, with reputation and leadership recovery.

Lukaszewski is known as: a realist, truth teller, storyteller, motivator and coach. He is pragmatic and inspiring. If you have a troubled executive team, or your organization, profession or industry needs an infusion of sensible, honest, dramatically and powerfully presented helpful information – **BOOK JIM to speak at your next event!**

PAST SPEAKING CLIENTS



SPEAKING TOPICS

LEADERSHIP

1) Getting Your Boss to Listen to You

Whatever your staff function is – law, human resources, public relations, strategic planning, security, marketing or compliance – you deserve to be heard much earlier, more often and at higher levels. This presentation will open your eyes and share with you the seven powerful disciplines you need to have more access, more impact, more influence, more importance and a more satisfying professional life.

2) Transforming Managers into Leaders: Seven Sensible Constructive Strategies

This discussion will help you and your best and brightest become sharper and smarter. The presentation will help you develop personal processes for communication and achievement; understand the nature and patterns of leadership; how management differs from leadership; and how to unlock your personal potential for leadership. Learn how to release the leader that lives within you!

COMMUNICATIONS

3) Influencing Public Attitudes: Communication Strategies that Reduce the Media's Influence on Public Decision Making and Your Destiny

Few businesses, organizations and important individuals can afford to ignore for long what the public thinks, says and does about them. Today's communication environment enables individuals to have extraordinary power, access and influence. Explore the power, employ that power, talk and interact directly with those who are affected and concerned. You can and should have the last word. Control your own destiny or someone else will.

CRISIS MANAGEMENT

4) Crisis Proofing Your Organization (and Probably Your Career)

Learn Jim's unique six-step dynamic approach for a crisis response action process that will control and reduce contention, and address the most crucial issues directly and promptly. Prepare your organization and leadership for the visibility that will inevitably happen and learn specific techniques to protect your reputation and maintain trust.

5) Waging Peace and Rebuilding Trust in Your Community: The Story of Every Angry Town

Learn strategies for regaining trust, gaining and maintaining permission, resolving conflicts and controversy, and calming everybody down. These are specific, proven strategies for establishing powerful stakeholder relationships, dealing candidly, openly and compassionately with the pain and suffering the community may be feeling; focusing on resolving issues, getting to agreement, reducing contention and building a more powerful, positive future for your community, your organization and your leadership.

ETHICS

6) Bringing Out the Best in You and Your Organization

This presentation is an interesting and powerful discussion of the key attributes of the best organizations using a unique seven ingredient template approach to guide your organization to be the best it can possibly be. You'll develop the best core concepts; the best core ethical principles; the best code of integrity; unlearn inappropriate behaviors; how to handle ethical dilemmas and difficult issues; and how to develop the best people, best products, best relationships, best work and best future.

BOOK JIM TO SPEAK AT YOUR NEXT EVENT!

Full Day Seminar	\$7,500
Half Day Seminar	\$5,500
60-90 Minute Keynote	\$3,500
Local (Minnesota) Keynote	\$2,500
Local (Minnesota) Non-profit	\$1,500

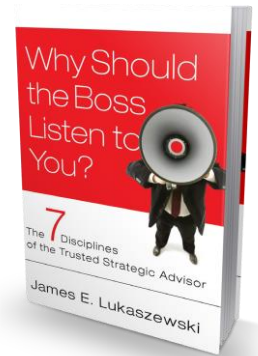
For other inquiries or questions on speaking fees, please contact Sara at 651.286.6729 or sara@e911.com.

JIM'S BOOKS

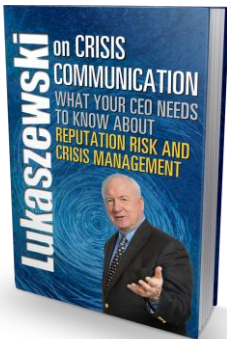
Why Should the Boss Listen to You: The Seven Disciplines of the Trusted Strategic Advisor

Best-selling guide to becoming more trusted, influential, important and successful. If you are in public relations, human resources, security, strategic planning, accounting, finance, IT, law, marketing, compliance or looking to move up in management, this book is a powerful tool to help you move ahead.

This book will help you learn how to teach leaders, managers and supervisors to become better, wiser, advice takers... at the same time, learning how to be a trusted strategic advisor giving truly useful, helpful, practical and sensible advice. "Jim Lukaszewski lays out with great clarity and practicality what anyone must know who wants to have more influence on a boss and more impact on organizational success." – Dan Ciampa, Author of *Taking Advice, How Leaders Get Good Counsel and Use It Wisely*



Lukaszewski on Crisis Communication: What Your CEO Needs to Know About Reputation Risk and Crisis Management



Lukaszewski provides the framework for building an effective crisis management and response programs. He shares the keys to getting management to buy in and utilize these pragmatic approaches to be ready for crisis as well as crisis response. This book also talks about the most powerful problem in crisis: managing victims and the power that they have.

The entire book is written in clear and plain language, very direct and therefore easy to understand. This book is a must read for those involved in crisis management, security, human resources, and supervisors, mid-level operators, managers and their leaders.

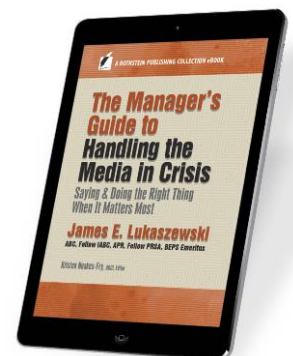
The Manager's Guide to Handling the Media in Crisis: Saying & Doing the Right Thing When It Matters Most

When you are in trouble, attracting media attention is surprisingly easy – you just want it to be the right kind! If an event causes the phone to ring and TV cameras to appear in your lobby, you need confidence that the people who happen to be at your worksite that day are prepared. That's easy if everyone – executives, PR, managers, and employees – is familiar with Jim Lukaszewski's sure-fire methods for handling the media, especially in crisis.

Lukaszewski, America's Crisis Guru®, is one of the most visible corporate go-to people for companies when there is trouble in the room or on the horizon. Be ready:

- Create and deliver the message that best represents your organization.
- Prepare good answers to the three types of questions you'll be asked.
- Preserve and protect reputation even during conflicting publicity.

This e-book will help you learn the way out of your problems. It is practical, easy to read, filled with real-world case studies, checklists, anecdotes, discussion questions, and easy-to-remember tips for success. Being ready is the key.



ABOUT JIM



James (Jim) E. Lukaszewski (Loo-ka-SHEV-skee), America's Crisis Guru®, is one of the most visible corporate go-to people for senior executives when there is trouble in the room or on the horizon.

Powerful Speaker: Lukaszewski speaks annually before thousands of people, engaging a wide variety of local, statewide, national and international organizations and associations. He talks about leadership and victim management in crisis, the ingredients of leadership and overcoming opposition. His goal is often to help managers build, rebuild or reestablish trust in adversely affected organizations, cultures and communities. His diverse audiences include business groups, state and federal government agencies at all levels, U.S. military services (DINFOS) and intelligence agencies, law enforcement, chemical industries, trade and professional associations, large businesses, extractive industries, transportation, healthcare and insurance groups, academia and more. He is a consummate storyteller. **BOOK JIM to speak at your next event!**

Trusted Advisor: Lukaszewski is known for his ability to help executives look at problems from a variety of sensible, constructive and principled perspectives. He has spent his career counseling leaders of all types who face challenging situations that often involve conflict, controversy, community action or activist opposition. He is known for taking a business approach rather than traditional PR strategies by teaching clients to take highly focused, ethically appropriate action.

Inspiring Teacher: Lukaszewski has the extraordinary ability to coach CEOs at what is often the low point in their careers, to build staff support and service to senior executives, especially in troubled times. Lukaszewski applies a career-long focus on ethical practices and the constructive interaction with critics, those who are agitated and contentious, and those with grievances.

Important Author: His thirteen books and hundreds of articles and monographs have informed the profession for decades. Wherever you study public relations on the planet, you'll read something or see something from or by Jim Lukaszewski.

"Thank you for sharing your valuable time with us and giving [our organization's] leadership team a most productive day. You provided an intense review of the core principles in effective communication, and your insights on how to utilize these principles will prove invaluable. You have given us a 'tool chest' of ideas and best practices to be better communicators.

I found the day most interesting – in a way that I had not expected. By this I mean that I found myself reviewing many of the things I do on a regular basis and how they can be improved."

Sincerely,
State University President