

EXPERIENCE SUMMARIES TLG CONSULTING HISTORY

CHAPTER 3:

MORE THAN FOUR DECADES IN FRONT OF THE MEDIA Helping Clients Make Critical, Reputation-Defining Decisions for Themselves.

The Lukaszewski Group (TLG) guides client survival during major media scrutiny through four fundamental action steps:

Step 1: The Decision to Participate or Not

TLG assesses the implications of the decision and helps plan for and manage the consequences: identifies the most difficult and troublesome issues to be raised; from the competitor or adversary's point-of-view, looks for gaps, problems, and unresolved issues; and assesses the impact of the story on those most directly affected, i.e., employees, shareholders, customers, and key indirectly affected constituencies.

Step 2: Interview Preparation

Often a client will have no choice but to do an interview. TLG coaches the designated spokesperson; develops the critical messages to be communicated; provides perspective in answering tough, touchy, sensitive questions; and participates in the interview process, offering advice and counsel as the interview proceeds. We often control all interview decisions.

Step 3: Story Impact Management

In most cases, what appears on television or on the front page of the newspaper bears little resemblance to the conversation with the reporter or the actual nature of events. Sometimes the report warrants correction, particularly if errors set the tone for the entire story. TLG helps clients make the decision to request a correction or retraction, prepares and directs correction communication, and often negotiates directly with the reporter or producer to make the case. All high-profile negative stories require impact management.

The added value TLG brings is:

- Perspective and expertise based on decades of experience.
- Absolute focus on well-reasoned, effective strategies.
- A non-public relations mandate.
- Decisiveness, which reduces decision time.
- Second opinions based on powerful reasoning.
- Identification and evaluation of intended and unintended consequences of critical operational and communication decisions.
- Street smarts.

Step 4: Corrections & Clarifications (Destiny Management...Yours)

Managing the record and keeping the facts and information straight is always the responsibility of the organization or individual under attack. If consistent correction strategies fail to be carried out, those attacking own, maintain, and use the power of a flawed or distorted record. We develop specific strategies, usually Web-based, to ensure that all news coverage and public disclosure and discussion, even letters and attack literature, are appropriately corrected and publicly displayed to help control visibility, maintain reputation, and constituent trust.

Failure to manage your own destiny leaves it to the whims and whimsies of those who oppose you, insult you, demean you, and have other nefarious plans in mind. The more serious the matter, the more there are opportunists in the weeds to reinterpret what they think happened according to their generally flawed perceptions. This is your destiny, pay attention to managing your destiny or someone else most certainly will.