

EXPERIENCE SUMMARIES TLG CONSULTING HISTORY

CHAPTER 6:

ACTIVIST / WEB ATTACK COUNTERACTION

James E. Lukaszewski, *ABC, APR, Fellow PRSA*, counseled companies facing serious internal and external problems involving: activist counteraction; community relations and grassroots campaigns; corporate relations failures; reputational threats; crisis communication management; employee relationship building; management communication strategies; media relations strategy and analysis; public affairs/exposure management; strategic Web site construction; Web-based attacks; and corporate survival strategies. He was frequently retained by senior management to directly intervene and manage the resolution of corporate problems and bad news. The situations he helped resolve often involve conflict, controversy, community action, or activist opposition.

The range of anti-corporate activism covers a spectrum, from the lone individual – perhaps an intensely focused disgruntled former employee or associate – to major collaborative efforts between religious organizations, labor groups, and non-government organizations (NGOs). If you want to quickly ascertain the scope of anti-corporate activism, go to Yahoo.com and search on “consumer opinion.” You’ll see hundreds of companies listed. Or search on-line for on “boycotts” and you’ll find a list of thousands. Any major organization has attack websites, anti-corporate blogs, and platforms dedicated to their destruction.

Among the more recent issues for which The Lukaszewski Group has provided counsel and coaching are:

- **Computer incursion:** For *Fortune 50* information company conducted a senior level simulation involving an intrusion into its worldwide computer network by a group of disgruntled employees angry over recent cutbacks and program shifts. During this simulation the company was publicly extorted in order to damage its reputation and destabilize its customer base.
- **Corporate adverse scenario development and response planning:** For major gas and convenience food chain identified series of operationally damaging scenarios and developed step-by-step operational and communications response process for store managers and corporate management.

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- Counteracting activist attack: For a major utility and cellular telephone company conducted simulation exercise involving counteracting systematic activist attack against cell site construction and facility expansions.
- Environmental activist attack: For senior environmental officer of Canadian natural resource company, provided strategic response recommendations for managing aggressive campaign by U.S. environmental groups against the company and its largest U.S. customer. Counseled senior managers in positioning the company in light of a shareholder resolution put forward by socially aware investment management firm.
- Organized angry community attacks: For many corporate clients, helped design, construct, and direct effective community relationship-rebuilding strategies in the face of organized opposition, unfavorable media coverage, disappointed or upset employees, and vocal public officials.

We have battle-tested, direct approaches to establishing and maintaining community and employee relationships based on fairness, justice, and getting things done. We provide crucial counsel, advice, and direct the management of complex, sensitive, highly volatile situations involving:

- Adverse government/community political action
- Air quality
- Angry neighbors
- Boycotts
- Cell tower siting
- Clouds and fog
- Congressional testimony
- Debris problems
- Demonstrations
- Down-sizing/layoffs
- Dust, noise, and odor
- Environmental permit opposition
- Government intervention
- Inappropriate event sponsorships
- International trade disputes
- Labor relations
- Legislative opposition
- Lockouts
- Major public embarrassment
- Media attacks
- Organized opposition
- Painful public disclosures
- Plant shutdowns
- Prosecution/litigation
- Recovering employee support
- Siting issues
- Strikes
- Unwanted plant expansions
- Upset workers
- Web attacks