

EXPERIENCE SUMMARIES TLG CONSULTING HISTORY

CHAPTER 9:

CRISIS COMMUNICATIONS MANAGEMENT

Crisis communications management is the core competency of James E. Lukaszewski, *ABC, Fellow IABC, APR, Fellow PRSA, BEPS, Emeritus* and his firm, The Lukaszewski Group Inc. TLG's practice is predominantly U.S.-based, but also global. International clients sought TLG's services both in New York and in corporate and branch facilities outside the United States.

Lukaszewski was actively engaged in managing other peoples' bad news since 1974 when he became the deputy press secretary to Minnesota Governor Wendell R. Anderson. After leaving government in 1978, he started his own firm, which specialized in executive coaching, media training, and crisis management and strategy. Over the years, his practice broadened to encompass most, if not all of the strategic issues senior executives face in managing, anticipating, or dealing with crisis.

Lukaszewski was hired to do one, some, or all of three things during crisis: guide the organization's key actors through the process of resolving the issues; work with senior management as they fulfill their responsibilities, before, during, and after the occurrence of a crisis; actively step in, direct, and manage crisis response on the client's behalf.

TLG's crisis consulting practice was divided into 12 strategic areas:

1. Activist / Web Attack Counteraction
2. Coaching & Training for Executives and Managers / Leadership
3. Community Relations / Grassroots Campaigns / Gaining Public Consent
4. Corporate Relations / Professional Development
5. Crisis Communication Management Readiness & Simulations
6. Employee Relationships / Loyalty Building / Labor Relations
7. Ethics / Integrity / Compliance Communications / Corporate Governance
8. Litigation Communication Management
9. Management Communications Strategy / Reputation Recovery
10. Media Relations Strategy & Analysis
11. Public Affairs & Exposure Management Forecasting
12. Strategy

About 80 percent of our practice involves the direct resolution of urgent, serious, crisis situations. The other 20 percent relates to increasing organizational readiness and management's ability to deal with crises when they come. Jim is usually called into organizations, which find themselves in difficult circumstances, when:

- There is no plan.
- There is an older plan, developed by people no longer present, with some relevance but largely out-of-date.
- There is a partially finished plan created by individuals who couldn't finish the task, lost management support, or focused on the wrong processes.
- Plans are in place but need assessment and tune-up based on current circumstances and vulnerabilities.
- Plans are functional but require testing, simulation, and practice to refine their applicability.
- Plans require realistic scenario development for practice and preparation purposes.

One of the most crucial services the Lukaszewski Group provides is directly coaching leaders and managers, preferably before something happens, but usually while a serious event is unfolding.

Jim Lukaszewski remains one of the most prolific authors in crisis management.