

EXPERIENCE SUMMARIES TLG CONSULTING HISTORY

CHAPTER 14:

INSURANCE INDUSTRY

Jim Lukaszewski's, *ABC, Fellow IABC, APR, Fellow PRSA, BEPS, Emeritus*, first major insurance industry client was the Minnesota Association of Life Underwriters. A statewide spokesperson training program complete with tools and methodologies was developed in 1981 to assist the entire industry cope with a changing business and regulatory climate.

Throughout The Lukaszewski Group's existence, its portfolio of insurance company and industry activities and knowledge base continued to grow. The firm has provided strategic counsel in a diverse array of problems, issues, and staff and executive development areas:

- ACORN
- Activist demonstrations
- Adverse investment results
- Adverse selection
- Agent actions
- Agent anger
- Agent anti-corporate action
- Agent organized opposition
- Agent organizing
- Branding issues, threats, defenses
- CEO coaching and development
- CEO embarrassment management
- Class action litigation
- Coaching for individual success
- Coaching for Leadership
- Communication audits
- Communication staff development
- Compliance
- Contract termination
- Crisis prevention
- Cyber space problems
- Deceptive sales practices
- DNA issue planning
- Double rounding
- Ethics investigations
- Federal prosecution
- Fraud/misrepresentation
- High-profile opposition
- Humanization of executives
- Integrity programs
- Internal anti-corporate action
- International investment issues
- Investigations – adversarial
- Investigations – government
- Investigations – media
- Market timing
- Market withdrawals
- Media attacks
- Media investigations
- Medicaid fraud
- Medicare diversion
- Simulations
- Spokesperson coaching
- Spokesperson program development
- State government action
- Standards of conduct
- Succession controversies
- Organized opposition
- Price gouging
- Public policy intervention
- Racial discrimination
- Racial tension
- Redlining
- Reorganization
- Reputation threats
- Sales ethics
- Sales fraud
- Scandal
- SEC investigations

- State attorney general investigations
- Web attacks
- Criminal investigations
- Criminal prosecution
- Crisis plan/strategy development
- New product problems
- Senior executive team coaching
- Sexual harassment
- Whistleblowers
- Women's communication issues

For insurance companies facing reputation-defining situations, The Lukaszewski Group has developed and conducted major communication program approaches:

- Company-wide spokesperson development programs
- Crisis plan development
- Crisis simulations (tabletops to video intensive media training)
- Media training
- Preparation for Wall Street scrutiny
- Preparation for initial public offerings
- Preparation for divestiture
- Preparation for government investigations
- Senior executive leadership coaching and training

The Lukaszewski Group has worked in all fields of insurance and at levels ranging from branch management to the Chief Executive Officer, Chairman, and Board of Directors.