

EXPERIENCE SUMMARIES TLG CONSULTING HISTORY

CHAPTER 18:

MANAGEMENT COMMUNICATION STRATEGY / REPUTATION RECOVERY

Many of Jim Lukaszewski's first clients were trade and professional associations and business organizations. They provided enormous insights into the kinds of problems and issues management can face. For the entire length of his career, he has continued to specialize in management communications and strategy, usually when a company's reputation or public trust is at stake and almost always advising and coaching an organization's top executives or leadership.

Throughout The Lukaszewski Group's existence, its portfolio of corporate and large organizational activities and knowledge base has continued to grow. The firm has provided strategic counsel in a diverse array of problematic situations and issue areas plus staff and executive development:

- Activist demonstrations
- Adverse investment results
- Adverse selection
- 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
- Criminal investigations
- Criminal litigation
- Criminal prosecution
- Crisis plan/strategy development
- 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
- Investigations – adversarial
- Investigations – media
- Market withdrawals
- Mass casualty preparations
- Price gouging
- Public policy intervention
- Racial discrimination
- Racial tension
- Redlining
- Reorganization
- Reputation threats
- Sales ethics
- Sales fraud
- Sarbanes-Oxley
- Scandal
- Senior executive team coaching
- Sexual harassment
- Simulations
- Spokesperson coaching
- Spokesperson program
- Media attacks
- Media investigations
- Medicaid fraud
- Medicare diversion
- New product problems

- Organized opposition development
- State government action
- Web attacks
- Whistleblowers
- Women's communication issues

For large companies and organizations facing reputation-defining situations, The Lukaszewski Group has developed, conducted, or provided hands-on management of major communication program approaches, as appropriate:

- 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 nearly all fields of business and government at levels ranging from branch management to the Chief Executive Officer, Chairman, and Board of Directors.