

## SPEAKER PROFILE

Jim speaks annually before a wide variety of local, statewide, national, and international organizations and associations engaging thousands of audience members. His webinars reach several thousand additional participants. His diverse audiences include business groups, state and federal government agencies at all levels, U.S. military services (DINFOS) and intelligence agencies, law enforcement, chemical industries, trade and professional associations, large businesses, extractive industries, transportation, healthcare and insurance groups, academia and more.

Wherever there is or can be trouble, victims, serious ethical and practice problems, and disaster, there are affected audiences and troubled leaders who have learned the paths out of their problems from Jim.

After 40 years of practice, he remains a realist, a pragmatist, truth teller, an inspirer, storyteller, motivator, and coach. You will remember what he teaches you.



"Thank you for sharing your valuable time with us and giving [our organization's] leadership team a most productive day. You provided an intense review of the core principles in effective communication, and your insights on how to utilize these principles will prove invaluable. You have given us a 'tool chest' of ideas and best practices to be better communicators.

I found the day most interesting – in a way that I had not expected. By this I mean that I found myself reviewing many of the things I do on a regular basis and how they can be improved."

- *Sincerely, State University President*

James (Jim) E. Lukaszewski (Loo-ka-SHEV-skee), America's Crisis Guru®, has been one of the most visible corporate go-to people for senior executives when trouble is in the room or on the horizon.

**Powerful Speaker:** Lukaszewski speaks annually before thousands of people, engaging a wide variety of local, statewide, national, and international organizations and associations. He talks about leadership and victim management in crisis, the ingredients of leadership and overcoming opposition. His goal is often to help managers build, rebuild, or reestablish trust in adversely affected organizations, cultures, and communities. His diverse audiences include business groups, state and federal government agencies at all levels, U.S. military services, intelligence agencies, law enforcement, chemical industries, trade and professional associations, large businesses, extractive industries, transportation, healthcare and insurance groups, academia and more.

**Trusted Advisor:** Lukaszewski is known for his ability to help executives look at problems from a variety of sensible, constructive, and principled perspectives. He has spent his career counseling leaders of all types who face challenging situations that often involve conflict, controversy, confrontation, community action or activist opposition. He is known for taking a business approach rather than traditional PR strategies by teaching clients to take highly focused, ethically appropriate action.

**Inspiring Teacher:** Lukaszewski has the extraordinary ability to coach leaders at what is often the low point in their careers, to build staff support and service to senior executives, especially in troubled times. Lukaszewski applies a career-long focus on ethical practices and the constructive interaction with critics, those who are agitated and contentious, and those with grievances.

**Important Author:** His fourteen books and hundreds of articles and monographs have informed the profession for decades.

Wherever you study public relations on the planet, you will read something or see something from or by Jim Lukaszewski.

## JIM'S AUDIENCES



### A PASSION FOR THE TRUTH

"One hour wasn't long enough for something this interesting."

- *Webinar Attendee*

"You are the best. Thanks for your sage advice and enduring wisdom on helping us to continually improve our open, honest, and responsive communication."

- *CEO*  
*Fortune 500 Company*

"An insightful, practical, and thought-provoking webinar. Wonderful."

- *Webinar Attendee*

"Outstanding webinar. The best one I've attended this year."

- *Webinar Attendee*

### Lukaszewski's Audiences

James (Jim) E. Lukaszewski (Loo-ka-SHEV-skee) speaks annually before a wide variety of local, statewide, national, and international organizations and associations, engaging thousands of audience members. His webinars, publications, and newsletters reach several thousand additional participants.

His audiences are very diverse:

- Academia
- Business groups
- Chemical industries
- DINFOS
- Extractive Industries
- Health Care and Insurance Groups
- Law Enforcement
- State and Federal Government Agencies at all levels
- Trade and Professional Organizations
- Transportation
- U.S. Military Services and Intelligence Agencies
- And the list goes on...

**The Way Out of Trouble:** Wherever there is or can be trouble, victims, serious problems and disaster, Jim knows the way out, with reputation and leadership recovery.

**Lukaszewski is known as:** a realist, truth teller, storyteller, motivator, and coach. He is pragmatic and inspiring. If you have a troubled executive team, or your organization, profession or industry needs an infusion of sensible, honest, dramatically and powerfully presented helpful information – **BOOK JIM to speak at your next event.**

"We feel that your sage counsel, steady hand, and constant advice to stay "relentlessly positive" have been a major asset to all that we have been able to achieve over the last 18 months."

- *Co-CEOs*  
*Fortune 500 Company*

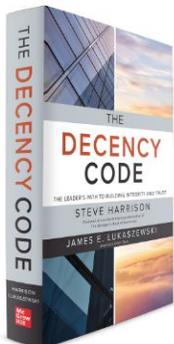
"Outstanding webinar. The best one I've attended this year."

- *Webinar Attendee*

# JIM LUKASZEWSKI AMERICA'S CRISIS GURU®

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## JIM'S BOOKS



### The Decency Code: The Leader's Path to Building Integrity and Trust

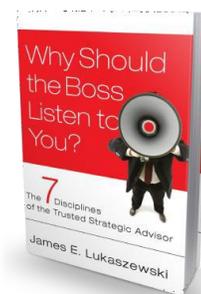
The Decency Code provides you with practical pathways to creating or restoring a culture of civility, ethical behavior, honesty, and integrity. These strategies address the evolving workplace: flexible, fast-moving, delayed, virtual, unstable, out-of-balance, ambiguous, global, diverse, and ruthlessly competitive. Here are actionable tools and strategies to help you build your workplace on a new standard of honest, ethical behavior, along with informative case studies that examine the behavior of both ethical and unethical companies.

Today's climate of corporate cultural disorder needs a new type of leader, men and women who replace confusion with order, opaqueness with clarity, complexity with simplicity, hopelessness with confidence, greed with selflessness, and suspicion with trust. The common-sense prescriptions offered in *The Decency Code* can help you become the type of leader you wish to be – and effect the change you wish to see. This book is required reading for ethically conscious managers everywhere.

### Why Should the Boss Listen to You? The 7 Disciplines of the Trusted Strategic Advisor

Best-selling guide to becoming more trusted, influential, important, and successful. If you are in public relations, human resources, security, strategic planning, accounting, finance, IT, law, marketing, compliance or looking to move up in management, this book is a powerful tool to help you move ahead.

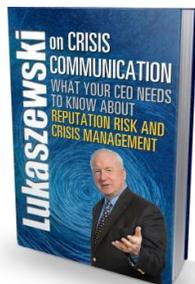
This book will help you learn how to teach leaders, managers and supervisors to become better, wiser, advice takers... at the same time, learning how to be a trusted strategic advisor giving truly useful, helpful, practical and sensible advice. "Jim Lukaszewski lays out with great clarity and practicality what anyone must know who wants to have more influence on a boss and more impact on organizational success." – Dan Ciampa, Author of *Taking Advice, How Leaders Get Good Counsel and Use It Wisely*



### Lukaszewski on Crisis Communication: What Your CEO Needs to Know About Reputation Risk and Crisis Management

Lukaszewski provides the framework for building an effective crisis management and response programs. He shares the keys to getting management to buy in and utilize these pragmatic approaches to be ready for crisis as well as crisis response. This book also talks about the most powerful problem in crisis: managing victims and the power that they have.

The entire book is written in clear and plain language, very direct and therefore easy to understand. This book is a must read for those involved in crisis management, security, human resources, and supervisors, mid-level operators, managers, and their leaders.



To find out more about these books or to find other titles by Jim, check out [www.e911.com/books](http://www.e911.com/books) or search "James Lukaszewski" on Amazon.

POWERFUL SPEAKER

IMPORTANT AUTHOR

INSPIRING TEACHER

TRUSTED ADVISOR