



# The Lukaszewski Group

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Management Consultants  
In Communications

## **EXPERIENCE SUMMARIES**

### **PRIMARY AREAS OF PRACTICE**

- 1. *Activist / Web Attack Counteraction***
  - Understanding and dealing with activists' activity
  - Developing strategies to overcome, overtake, and counteract activist action
  - Engaging in approaches that lead to resolution of issues and differences
- 2. *Coaching & Training for Executives & Managers / Leadership***
  - Helping executives find their voice, their vision, and their verbal skills
  - Coaching leaders to better understand the needs of leadership and develop followers
  - Training programs for managers and supervisors at all levels
- 3. *Community Relations / Grassroots Campaigns / Gaining Public Consent***
  - Structuring community relationships
  - Designing, establishing, running, and achieving corporate grassroots campaigns
  - Helping organizations work through tough, touchy, sensitive community issues where consent and public permission is required
- 4. *Corporate Relations / Professional Development***
  - Working with the broadest range of key issues at the corporate level in all staff operating functions
  - Developing staff and external professionals' skills, confidences, and abilities
- 5. *Crisis Communication Management Readiness & Simulations***
  - Planning to respond to crises
  - Protecting each area of crisis response: pre-emption, prevention, readiness, response, and recovery
  - Conducting various levels of problem simulations to protect management and organization response

**6. *Employee Relationship / Loyalty Building / Labor Relations***

- Restructuring employee communications and relationship programs
- Coaching senior management into more effective employee communication roles
- Coaching supervisors

**7. *Ethics / Integrity / Compliance Communications / Corporate Governance***

- Assessing, understanding, and making recommendations to improve internal integrity and Code of Conduct programs
- Structuring management participation in internal compliance, Code of Conduct, and integrity programs
- Assessing threats to corporate governance

**8. *Litigation Communication Management***

- Managing high-profile litigation
- Coaching spokespeople and attorneys
- Advising management and their attorneys on public opinion impact of litigation strategy

**9. *Management Communications Strategy / Reputation Recovery***

- Structuring management communication during good times and bad
- Dealing with senior management communication internally and externally scenario by scenario
- Rebuilding organizational and individual trust following tough, touchy, sensitive situations

**10. *Media Relations Strategy & Analysis***

- Constructing a media relations strategy during adverse situations
- Analyzing and forecasting the results of media relations strategic options
- Developing strategic communications options

**11. *Public Affairs & Exposure Management Forecasting***

- Developing processes for issues surveillance and exposure management
- Identifying the impact and probability of larger issues of organizations
- Helping organizations understand their vulnerabilities

**12. *Strategy***

- Working with the CEO with respect to the communications impact of management strategy
- Working with top management to structure appropriate operational communications decision-making and action
- Guiding management through tough, touchy, sensitive issues and problem areas to achieve their objective