



The Lukaszewski Group

Management Consultants
In Communications

EXAMPLES OF RECENT PROJECTS

BY THE 12 AREAS OF PRACTICE

Coaching and Training for Executives and Managers / Leadership

- **Business reversal/Chapter 11:**
 - Coached and counseled *Fortune 100* executive team preparing to make necessary financial and public presentations to emerge from Chapter 11.
 - Advised leadership of troubled financial institutions as they worked through the U.S. savings and loan problem.
- **Counseling up-and-coming executives:** For #2's being groomed to become #1's, provided personal advice and counsel that developed the leadership skills and fostered the management growth of future stars, while preventing surprises and mistakes.
- **Environmental accidents:** For a variety of U.S. and international companies, coached managers in emergency communication techniques and processes related to dangerous or hazardous events such as chemical spills and fires; helped build effective community-level communications programs.
- **Executive transition coaching (Fortune 100):** For CEO vying to be named chairman, guided the shift from an operating mentality to that of a visionary leader; helped division president adjust senior management relationships to remain a viable candidate for chairman; coached COO to a tougher, more business-like style to differentiate from chairman's approach; coached graceful exit of CEO whose tenure was about to end.
- **Field coaching:** Conducted on-site community relations and communications coaching for regional public affairs managers of pulp and paper mills around the U.S.
- **International disputes/issues:** Assisted in training country managers in better internal and external communication.
- **Labor relations/negotiations:** In preparation for aggressive labor negotiations, conducted supervisory awareness programs and strategy seminars; developed accommodation and control approaches to help assure labor peace following negotiations.

- **Litigation visibility coaching:** Advised, coached, and mentored corporate officers through visibility problems caused by criminal prosecution of previous management.
- **Media coaching:** For several large US insurance companies, coached and trained the entire senior management group for financial presentations, leadership activities, and general verbal skill improvement.
- **Mergers/consolidations:** Developed key corporate messages and local communication strategies; counseled executives through the process.
- **Reputation-defining media relations:** In anticipation of highly negative coverage by international magazine, prepared senior executives of worldwide non-profit organization for managing the potentially serious impact of the story on employee morale, corporate sponsorships, and donations. Provided on-site advice, support, and direction to the development of a point-by-point rebuttal of the story. Directed Internet aspects of the situation. Later, coached chief executive officer for appearance on *Prime Time Live* and actively guided negotiations with ABC News regarding story content.
- **Restructuring labor agreement:** In preparation for intense, possibly violent labor negotiations, initiated communication planning and strategy, including message development and local spokesperson identification and training.
- **Role of the specialist:** For the public relations agency of a national food processing company, provided independent, objective, highly focused analyses and alternative approaches.
- **Senior executive communications coaching:**
 - Conducted one-on-one personal communication coaching sessions for CEOs of banks, consumer products manufacturing companies, national insurance companies, telecommunications companies, and non-profit organizations.
 - Conducted on-site media coaching session for senior executives of Canadian subsidiary of U.S. pharmaceutical company.
- **Union/non-union labor dispute:** Worked with senior management of large, national transportation company to develop situational approach and response to advances by national labor organization. Conducted intense, on-site training for mid-level supervisors on becoming trusted information resources for employees and responding to aggressive labor tactics.