



The Lukaszewski Group

Management Consultants
In Communications

EXAMPLES OF RECENT PROJECTS

BY THE 12 AREAS OF PRACTICE

Corporate Relations / Professional Development

- **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.
- **Checking the experts:** For several *Fortune* companies and foreign-owned U.S. corporations, confidentially evaluated internal and external consultant communication advice received during high-profile national problems.
- **Corporate scandal:**
 - Guided CEO's handling of national media inquiries following embezzlement by former senior employee.
 - Counseled senior executives on effective strategies for public and employee communications related to elimination of drug dealing on company premises.
- **Corporate relations planning:** Developed complete corporate relations department start-up plan and structure for new company (*Fortune 100*) being spun off from a U.S. *Fortune 50* corporation.
- **Exposure management:** Designed specific communications/reporting programs to help management stay alert and informed, and to forecast future problems.
- **Indictment:** For a variety of clients, provided crucial personal communication and strategic management advice in the face of corporate and individual criminal prosecution.
- **Leadership development:** Helped *Fortune 500* CEO restructure his management approach to save his career and redirect the business in more effective directions.
- **Mergers/consolidations:** Developed key corporate messages and local communication strategies; counseled executives through the process.

- **Quick assessment**: For national telecommunications company, provided snapshot of ideas, messages, strategies, plans, and news as well as in-depth reactions and assessment.
- **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.
- **Succession coaching**: For a variety of major and medium-sized U.S. corporations, served as mentor, sounding board, reality check, and frustration manager to incoming and outgoing corporate leaders. Prepared management team for the strains and stresses of succession – planned and unplanned.
- **Waging peace**: Guided management of major U.S. manufacturing facility through one of the most divisive labor disputes in its history.