



# The Lukaszewski Group

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Management Consultants  
In Communications

## EXAMPLES OF RECENT PROJECTS

### BY THE 12 AREAS OF PRACTICE

#### Management Communications Strategy / Reputation Recovery

- **Crisis simulations**: Develop a realistic video-assisted crisis problem to take the senior management through a real-life experience to orient them to their responsibilities in high-profile, non-operating situations, massive national attacks by activist organizations, and malfeasance by employees at very senior levels.
- **Cruise line sickness outbreaks**: Worked with a variety of cruise lines to promptly respond to the outbreak of food-borne and passenger transmitted illness. Advised senior executives, as well as senior communicators, on steps, strategies, and required sequence of actions, as well as coordination with the FDA and other federal agencies.
- **Disease outbreak for US-based computer services company**: Worked with a company employing foreign nationals on US operations to help management deal with an outbreak of tuberculosis caused by a number of employees from an Asian country living in close proximity with each other. Established an immediate response strategy, worked with public health officials, triggered important and broad-based exposure in the community, and prevented the issue from becoming more than a local curiosity.
- **Family/community outrage**: Helped a university medical program deal with family grief and press inquiry when it was revealed that bodies donated for medical use had been used in unexpected ways.
- **FDA-certification failure**: Worked with an organization to restructure its concepts of compliance and management approaches to correct their basic strategy for FDA certification. This also includes working with the company and its major shareholders against the interests of shortsellers.
- **Mergers and acquisitions**: Prepared company management for developing appropriate employee coaching, training, and responses to hostile takeovers. Worked directly with supervisors, managers, and senior employees to walk them through the problems and issues.