



# The Lukaszewski Group

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Management Consultants  
In Communications

## **WE NEED A SPEAKER**

### **PRESENTATION TOPIC DESCRIPTIONS**

#### **Moving Out of the Target Zone: Counteracting Activist Attacks**

In this very practical and powerful presentation Jim Lukaszewski talks about how businesses, organizations, individuals, and products become the targets of activist activity and action, and how these forces are growing on a global basis. The issue is how does one detect and deter, prevent or escape these circumstances?

Using powerful stories and lesson-filled anecdotes, Jim talks about activist organizations, how they are constituted, and what you need to know about them. You'll learn about the characteristic patterns of activist action and how to counteract them. Understanding the tactical goals of these organizations is essential to keeping yourself under control and having a sense of your own purpose and destiny while resolving the issues that arise when activists attack.

Most fascinating is the discussion about the common patterns of allegations and behaviors, all of which can be predicted, pre-empted, mitigated, or neutralized.

Anti-corporate activist action will continue to escalate. The bigger the brand or operation, or more global the enterprise, the greater the likelihood of becoming a target. Moving out of the target zone is becoming increasingly more complex and more strategically challenging. That's because:

- Activist campaigns are becoming more sophisticated than corporate response capabilities.
- Activist campaigns are becoming less focused and dependent on the "media" and more focused on creating trade barriers, creating market barriers such as boycotts, impeding access to capital through pressure on institutional investors, and directly attacking individuals and organizations who are the end users rather than consumers.
- Activist campaigns are building a substantial track record of success. Target companies are recognizing that direct action against them is powerful and can be successful (largely because they respond too late).
- Activists are aggressively using technology and direct communication techniques.

## **Program Topics**

- Surviving the great irritations of confrontation.
- Finding the good news.
- Will they be allied or enemies?
- Thinking counter intuitively.
- Reducing the media's power and control of the outcome perception of events.
- Building credibility while surviving attack.
- Breaking the activist organization's cycle of behaviors.

## **For Additional Information or to Schedule Mr. Lukaszewski Right Away**

Please call us at 914.681.0000 to discuss your conference or meeting and speaker needs. Or contact us via E-mail at [tlg@e911.com](mailto:tlg@e911.com). Please describe the nature of your event, the audience, the date(s), time(s), and location, along with your name, title, organization, mailing address, E-mail address, direct telephone number, and facsimile number. We will respond promptly.