



# The Lukaszewski Group

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Management Consultants  
In Communications

## **WE NEED A SPEAKER**

### **PRESENTATION TOPIC DESCRIPTIONS**

#### **The Golden Hour \* Crisis Proofing Your Organization**

Are you ready to take decisive action promptly when things suddenly leak, foam, smoke, stink, burn, kill, frighten, or terrorize? It's called readiness. And the first response – managing the first 60 minutes, the first 120 minutes, and the first several hours of a crisis – will forecast how any crisis situation will ultimately be resolved and a lot about the character, reputation, and sincerity of the perpetrating organization and its leadership.

To mitigate serious trust and reputation damage during crises, people-stopping, show-stopping, product stopping, reputationally defining events that cause victims and explosive visibility, an aggressive response should be initiated within the first 60-120 minutes – the “Golden Hour.” Failing to respond promptly can cause the entire response process to disintegrate into a host of problems, distractions, and opportunities for litigation, collateral damage, community antagonism, victim and public outrage, and loss of trust.

In this powerful strategic discussion, Jim Lukaszewski, one of America's premier crisis counselors, talks about conclusive first response strategies, the importance of creating scenarios for planning and testing response capabilities, modeling approaches, incident specific scenario development, responding to crisis in war time, what to do with the boss, and getting management onboard. And he talks about the power of victims.

#### **Program Topics**

- Learn what you have to accomplish in the first few minutes and hours of a crisis when reputation is most at stake.
- Understand the patterns of avoidable and preventable knuckleheaded mistakes and problems unprepared managements make when crises occur.
- Plan for meaningful management leadership involvement in prevention, readiness, response, and recovery.
- Explore specific steps and processes that ensure appropriate first response activities.
- Create a strategy to gain credibility and trust following a damaging situation.
- Recognize and plan to deal the power of the victim dimension of crises.

***Special Note:*** This program can also be designed to focus on building and developing model crisis communication plans and scenarios.

**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.