



# The Lukaszewski Group

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Management Consultants  
In Communications

## WHO WE ARE AND WHAT WE DO

### AREAS OF PRACTICE

#### Strategy

#### *The Lukaszewski Group Approach*

Leadership is about strategy. In fact, when it comes to the CEO of any organization, the person who fills this position is fundamentally the organization's chief strategist. Part of our job is to help sort out strategy, which is mental energy verbally injected into an organization through communication that moves an organization forward toward its goals and objectives. Strategy is the power for all management tools and decisions. The Lukaszewski Group helps charge and recharge the energy that strategy brings to leadership.

#### *Brief Descriptions of Recent Projects*

- **Acquisition/Merger:** Counseled leadership and managers of a firm being acquired by a much larger organization. Developed strategies to anticipate the patterns of activity, answer questions employees and others would have, retain top talent through the acquisition process, and help those individuals who needed or wanted to exit to do so appropriately. In the process, also met with communicators and leaders of the acquiring organization to help them better relate to the traumatizing and difficulties faced by an organization (in this case a very successful one) being acquired.
- **Quarry siting:** Worked with the senior management of a Midwestern quarrying company to develop plans and programs, strategies, and tactics for gaining community permission to site a new limestone quarry in the central United States. The essential strategy was to wage peace with the community from the beginning. Worked directly with community officials, community leaders, and those directly and indirectly affected. Provided an independent methodology for gathering "public testimony" and also developing a comprehensive Web site and constituent and neighbor question/answer process. The goal was to anticipate the pattern of community concern and anger and respond in a positive, declarative fashion.

- **Resizing**: Counseled top executives of a telephone company on how to announce restructuring and downsizing of the company and help develop key themes and messages for key constituents.
- **Union/Labor management relations**: For a large utility, met with both union and corporate leadership to begin developing a strategy of mutual gains, recognizing that significant downsizing and restructuring of the business was likely to occur. While more time was spent with management, because of the dramatic effect the events expected to occur within the next year would have on everyone, both groups struggled to work together, under my guidance, and develop mutually appropriate agendas. This was a very difficult situation. Union leadership recognized that they would probably not survive the following year's election, but their sacrifice was worth the effort to save as many jobs as possible while helping the company in significant ways survive what it was about to endure.