



The Lukaszewski Group

Management Consultants
In Communications

WHO WE ARE AND WHAT WE DO

AREAS OF PRACTICE

Activist / Web Attack Counteraction

The Lukaszewski Group Approach

Our approach to activist action focuses on selectively engaging opposing forces and directly affected constituencies. It involves a mindset and communications strategy that stress focus, control, and patterns of action flexible enough to accommodate the patterns of behavior we expect from activists and activist organizations.

Brief Descriptions of Recent Projects

- **Activism:** Prepared a *Fortune 500* oil and gas exploration company for hearings, public meetings, and cultural reaction in select South American countries, including dealing with local aboriginal tribes.
- **Animal rights activism:** Working with large multi-national pharmaceutical company, coached outside medical experts in communicating about the benefits of xenotransplantation in the face of organized, highly public actions by animal rights groups at major medical conference.
- **Disgruntled employee activism:** Worked with outside investigators to develop management approach to negative, anonymous, employee-generated, anti-management communication, including newsletters, e-mail, and Web site attacks.
- **Displaced neighbors:** Provided in-country, on-site, bilingual counsel to a large state-owned petrochemical company in South America related to its efforts to relocate neighboring villages now too close to its growing manufacturing facilities. The strategies developed addressed issues related to litigation, activist intervention by NGOs and advocacy groups from other areas of the world, anti-government action, the damage caused by cultural intervention, and long-term, community-company relationship building.

- **Environmental activist attack:** For senior environmental officer of Canadian natural resource company, provided strategic response recommendations for managing aggressive campaign by U.S. environmental groups against the company and its largest U.S. customer. Counseled senior managers in positioning the company in light of a shareholder resolution put forward by a socially aware investment management firm.
- **Organized opposition:**
 - Helped prepare executives of major U.S. defense contractor for annual meeting disruptions by anti nuclear activists.
 - Prepared directors, senior managers, and locally based executives of national financial cooperative for public demonstrations against farm foreclosures.
- **Product boycott threat:** Guided *Fortune 500* toy manufacturer through attack by largest U.S. animal rights organization over the issue of animal testing. Helped establish, direct, and focus negotiations that resolved the dispute.
- **Reducing neighborhood fear:** Developed specific, targeted, pro-active face-to-face communications response to noise, odor, and quality-of-life complaints by neighbors of a mid-size manufacturing facility. Working directly with senior plant and corporate headquarters management, developed agenda and scripts for face-to-face meetings and door-to-door communication. Coached plant management on presenting scientific analyses to neighbors, answering questions, and follow-up activities designed to include neighbors and vocal opponents in the change process underway at the plant.
- **Worldwide activist threat:** Counseled senior executives of major U.S. retailer/merchandiser facing very public action by national and international labor organizations protesting manufacturing practices in Central and South America. Developed on-the-ground approach to managing demonstrations at retail stores around the U.S. Instrumental in developing and guiding the direct negotiation strategy with labor, religious, and human rights organizations to resolve issues. Provided strategic advice and direction in the development of worldwide standards governing working conditions and independent monitoring of manufacturing plants. Participated in and facilitated meetings with opposition, independent monitors, and agency officials in Central America.