



The Lukaszewski Group

Management Consultants
In Communications

WHO WE ARE AND WHAT WE DO

AREAS OF PRACTICE

Coaching & Training for Executives & Managers / Leadership

The Lukaszewski Group Approach

The Lukaszewski Group's training and coaching programs help executives, supervisors, and managers improve their leadership, supervisory, and problem management skills, and managers and spokespersons to communicate clearly, logically, and persuasively during media interviews, presentations, and testimony. Our fundamental underlying philosophy is that difficult situations can be preempted, managed, and resolved through direct, positive, and meaningfully specific communication techniques. With rare exception, it is the coached and trained executive, manager, or supervisor who will be the better communicator.

Brief Descriptions of Recent Projects

- **Business reversal/Chapter 11:**
 - Coached and counseled *Fortune 100* executive team preparing to make necessary financial and public presentations to emerge from Chapter 11.
 - Advised leadership of troubled financial institutions as they worked through the U.S. savings and loan problem.
- **Counseling up-and-coming executives:** For #2's being groomed to become #1's, provided personal advice and counsel that developed the leadership skills and fostered the management growth of future stars, while preventing surprises and mistakes.
- **Environmental accidents:** For a variety of U.S. and international companies, coached managers in emergency communication techniques and processes related to dangerous or hazardous events such as chemical spills and fires; helped build effective community level communications programs.
- **Executive transition coaching (Fortune 100):** For CEO vying to be named chairman, guided the shift from an operating mentality to that of a visionary leader; helped division president adjust senior management relationships to remain a viable candidate

for chairman; coached COO to a tougher, more business-like style to differentiate from chairman's approach; coached graceful exit of CEO whose tenure was about to end.

- **Field coaching:** Conducted on-site community relations and communications coaching for regional public affairs managers of pulp and paper mills around the U.S.
- **International disputes/issues:** Assisted in training country managers in better internal and external communication.
- **Labor relations/negotiations:** In preparation for aggressive labor negotiations, conducted supervisory awareness programs and strategy seminars; developed accommodation and control approaches to help assure labor peace following negotiations.
- **Litigation visibility coaching:** Advised, coached, and mentored corporate officers through visibility problems caused by criminal prosecution of previous management.
- **Mergers/consolidations:** Developed key corporate messages and local communication strategies; counseled executives through the process.
- **Reputation-defining media relations:** In anticipation of highly negative coverage by international magazine, prepared senior executives of worldwide non-profit organization for managing the potentially serious impact of the story on employee morale, corporate sponsorships, and donations. Provided on-site advice, support, and direction to the development of a point-by-point rebuttal of the story. Directed Internet aspects of the situation. Later, coached chief executive officer for appearance on *Prime Time Live* and actively guided negotiations with *ABC News* regarding story content.
- **Restructuring labor agreement:** In preparation for intense, possibly violent labor negotiations, initiated communication planning and strategy, including message development and local spokesperson identification and training.
- **Role of the specialist:** For the public relations agency of a national food processing company, provided independent, objective, highly focused analyses and alternative approaches.
- **Senior executive communications coaching:**
 - Conducted one-on-one personal communication coaching sessions for CEOs of banks, consumer products manufacturing companies, national insurance companies, telecommunications companies, and non-profit organizations.
 - Conducted on-site media coaching session for senior executives of Canadian subsidiary of U.S. pharmaceutical company.
- **Union/non-union labor dispute:** Worked with senior management of large, national transportation company to develop situational approach and response to advances by national labor organization. Conducted intense, on-site training for mid-level supervisors on becoming trusted information resources for employees and responding to aggressive labor tactics.