



The Lukaszewski Group

Management Consultants
In Communications

WHO WE ARE AND WHAT WE DO

AREAS OF PRACTICE

Employee Relationships / Loyalty Building / Labor Relations

The Lukaszewski Group Approach

All employee relationship communications must recognize the fundamental realities of today's workplace environment – jobs are stressful, employees want and need to hear from supervisors, and management is often unbelievable. The relationship with employees is a powerful component of the organization's overall reputation. Employee communication strategies will increase fear, or will build trust, clarify issues and information or confuse issues further, and advance or subtract from progress.

We believe in principled, ethical communication as the most powerful preventive technique management can use. At the same time, this approach builds trust, can reestablish credibility, and help obtain forgiveness when serious career-defining issues are at stake.

Brief Descriptions of Recent Projects

- **Angry employees attempt to organize:** National retail consumer products company allows two company-owned retail stores to be managed poorly, which leads to the threat of organized activity. Helped identify the problem, address the issues, and move the company employees confidently forward.
- **Celebrity patient death:** Counseled senior executives of major U.S. pharmaceutical company faced with high-profile death related to use of a commonly used over-the-counter medication. Developed minute-by-minute tactical response process for managing communication with media, employees, and the general public.
- **Checking the experts:** For several *Fortune 500* companies and foreign-owned U.S. corporations, confidentially evaluated internal and external consultant communication advice received during high-profile national problems.

- **Corporate scandal:**
 - Guided CEO's handling of national media inquiries following embezzlement by former senior employee.
 - Counseled senior executives on effective strategies for public and employee communications related to elimination of drug dealing on company premises.
- **Public involvement/risk communication:** In support of obtaining a permit for above-ground, dry storage of spent nuclear fuel, designed plant tour, redesigned exhibits, prepared speeches and trained spokespersons for a U.S. nuclear power generating facility. Established aggressive communication strategy involving direct community/plant meetings and interaction, company-sponsored public meetings, event-like tours of nuclear plant, and design of interactive models and communication tools. Employees were key communicators.
- **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.
- **Managing internal problems:** For numerous clients, developed communication strategy to manage angry and disgruntled employees affected by downsizing and merger-related re-organizational issues.
- **Regaining credibility:** Developed action-oriented response for national out-placement firm to client allegations of misconduct. Provided strategic direction to senior management in addressing restitution issues; communicating with directly affected audiences; and handling inquiries from clients, customers, and the media.
- **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.
- **Union organizing:** Helped set the tone for management to counter a major union organizing movement. Met with top management and supervisors to reveal and resolve the issues that triggered the organizing activity. Developed employee communication program to help clarify issues and educate employees.