



The Lukaszewski Group

Management Consultants
In Communications

WHO WE ARE AND WHAT WE DO

AREAS OF PRACTICE

Ethics / Integrity / Compliance Communications / Corporate Governance

The Lukaszewski Group Approach

Active ethics, integrity, and compliance programs, led by senior management, can bring out the very best in an organization. Most employees want to comply, want to act with integrity, and want to be ethical. Highly ethical environments thrive on aggressive, pragmatic, but positive communication.

The Lukaszewski Group teaches the critical importance of ethics communication, useful approaches, and the consequences for the organization that fails to aggressively communicate about ethics. Our role is to teach companies how to teach their own employees, supervisors, and managers the principles and aspirations that lead to integrity, standards of conduct, and the importance of compliance as a fundamental job responsibility.

We instruct senior management on how to create an environment where employees can help achieve business goals in a highly ethical and compliant atmosphere. We guide organizations toward effective ethics program approaches.

Typical ethics and compliance communication projects we undertake include:

1. Bringing out the best in your organization (through integrity teaching programs)
2. Code of conduct communication design
3. Compliance audits and monitoring communication
4. Compliance office communication program design and support
5. Compliance training and videos
6. Ethics training program evaluations
7. Hotline/helpline design
8. Integrity coaching programs
9. Internal investigation communication;
10. Program assessment communication
11. Reputation recovery
12. Senior management/CEO counseling and coaching

Brief Descriptions of Recent Projects

- **Compliance/integrity program communication management:** Worked directly with senior scientific affairs office of medical products company to develop and establish company-wide education and communication program for mid-level managers.
- **Environmental contamination:** Worked with several cruise lines on the issue of gray water dumping and the potential criminal prosecution of these companies by the Department of Justice and the U.S. EPA. Structured the public communications strategy, advised on the private communication strategy, coached attorneys and company spokespersons.
- **Ethics education:** Frequent lectures and coaching of corporate management on topics related to ethics, integrity, and compliance.
- **Global compliance program:** Worked with a global company, operating in over 78 countries, to develop a global compliance and integrity program to overcome cultural and language barriers. Helped develop a Code of Conduct, global training program, whistleblower and investigation policies, and garner board support and a resolution.
- **Global conduct problems:** A European-based global services company gets into trouble with Sarbanes-Oxley, requires earnings statement and board management judgment and supervision uncovered necessitating the need for a global Code of Conduct and total ethics program re-vamping.
- **Integrity building:** For *Fortune 500* medical products company, developed a special program, *Bring Out the Best in Your Company*, as a method of positively motivating every employee to create an ethical environment while achieving marketing and management objectives. The program focused on helping managers and their employees understand how to be ethical and how to avoid the mistakes that get companies into trouble.
- **International analyses:** Assessed and evaluated communication standards, crisis communication response techniques, and community relationships for South American petrochemical company, Canadian natural resource interests, and U.S. operations of French-owned chemical company.
- **Mutual funds scandals:** Worked with a number of companies targeted by the federal government for prosecution and penalties with respect to market timing, disclosure of inside activity, and the restructuring of their compliance and integrity programs
- **Plea agreements/consent decree compliance:** For a variety of large U.S. industrial and commercial product companies, assisted in the development of internal communications programs designed to alert, discuss, and educate employees with respect to agreements to settle civil and criminal claims and judgments with various government authorities. Employee and key constituent understanding of these agreements can be critically important to an organization's ability to avoid additional penalties, sanctions, civil actions, or prosecution.

- **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.
- **Sexual abuse scandals**: Worked with a number of Catholic archdioceses and their bishops to help rebuild public confidence following dramatic disclosures of abuse by priests. Worked with the local lay and religious hierarchy to re-establish connections, expose and disclose, as well as work to gain forgiveness.
- **Standards of conduct design**: For numerous major U.S. corporations, evaluated, updated, and, in several cases, completely redesigned standards of conduct programs to replace, enhance, or upgrade critical approaches to ethical behavior. Industries involved apparel, chemicals, medical products, pharmaceuticals, and a variety of other regulated corporate environments.