



# The Lukaszewski Group

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Management Consultants  
In Communications

## WHO WE ARE AND WHAT WE DO

### AREAS OF PRACTICE

#### Management Communications Strategy / Reputation Recovery

##### *The Lukaszewski Group Approach*

The majority of our relationships with clients originates from or revolves around what senior managers are doing, planning, strategizing, or recovering from. We have a very distinctive management perspective that allows us to be listened to promptly and consistently even in the face of advice from attorneys and other outside consultants. We do have very special relationships with senior management, as a general rule. Primarily this is because the issues we deal with are so touchy, so tough, so sensitive, and so potentially destructive that it is senior management's behavior, attitude, and language that will determine the outcome. It is these areas that we assist with management communication strategy and reputation recovery.

We are leadership teachers. With more than 25 years of experience, we have developed approaches that capitalize on the intensity and seriousness of urgent situations as perfect times to teach and highlight leadership. Our approaches are unique, management-focused, and typically involve direct communication as opposed to the news media or other third-party strategies.

##### *Brief Descriptions of Recent Projects*

- ***Crisis simulations:*** Develop a realistic video-assisted crisis problem to take the senior management through a real-life experience to orient them to their responsibilities in high-profile, non-operating situations, massive national attacks by activist organizations, and malfeasance by employees at very senior levels.
- ***Cruise line sickness outbreaks:*** Worked with a variety of cruise lines to promptly respond to the outbreak of food-borne and passenger transmitted illness. Advised senior executives, as well as senior communicators, on steps, strategies, and required sequence of actions, as well as coordination with the FDA and other federal agencies.
- ***Disease outbreak for U.S.-based computer Services Company:*** Worked with a company employing foreign nationals on US operations to help management deal with

an outbreak of tuberculosis caused by a number of employees from an Asian country living in close proximity with each other. Established an immediate response strategy, worked with public health officials, triggered important and broad-based exposure in the community, and prevented the issue from becoming more than a local curiosity.

- **Family/community outrage:** Helped a university medical program deal with family grief and press inquiry when it was revealed that bodies donated for medical use had been used in unexpected ways.
- **FDA-certification failure:** Worked with an organization to restructure its concepts of compliance and management approaches to correct their basic strategy for FDA certification. This also includes working with the company and its major shareholders against the interests of short sellers.
- **Mergers and acquisitions:** Prepared company management for developing appropriate employee coaching, training, and responses to hostile takeovers. Worked directly with supervisors, managers, and senior employees to walk them through the problems and issues.