



The Lukaszewski Group

Management Consultants
In Communications

WHO WE ARE AND WHAT WE DO

MANAGEMENT CONSULTANTS IN COMMUNICATION

The Lukaszewski Group helps organizations manage tough, touchy, sensitive communication problems. We focus our energies on issues and situations with enormous organizational impact. Clients engage us to work across the spectrum of management communications and operational issues, reduce reputation risk, make things happen, move issues forward, provide second opinions, and resolve conflict and controversy.

Our work generally falls into three important areas – strategic guidance for senior management; hands-on direct action to resolve specific issues, problems, or conflicts on management’s behalf; and coaching for individual success and organizational leadership.

Guiding management involves day-to-day advice, counsel, and coaching. Typical services include developing specific strategies, plans, and tactics; creating or analyzing corporate emergency communication plans; developing and executing intense, situation-specific exercises and simulations; providing confidential guidance in solving critical executive issues and problems; and first-response strategies.

Hands-on direct intervention on management’s behalf may be required. Within hours we can activate situation-specific teams of experts and specialists. Typical direct action projects include directing community-based grassroots campaigns to influence public attitudes; preparing executives for appearances on *20-20*, *Nightline*, and *60 Minutes*; and managing critical problems involving adverse government or community action, anti-corporate activism, business reversal/Chapter 11, environmental accidents, international disputes, high-profile civil and criminal litigation, labor negotiations, troublesome products, and extremely controversial public issues.

Coaching individual executives means, among other things, building their managerial and communication leadership skills and their ability to motivate and build commitment in employees, customers, shareholders and board members, and other key stakeholders, and to deal with angry, injured, fearful, or victimized constituencies.

We are prepared to make brief presentations about our work in more than 200 corporate issue areas. If your issue doesn’t appear on the Corporate Issue Index located in the *Specific Service Indices* section of this document, please ask us about it. It’s very likely that we do have some direct experience.