



The Lukaszewski Group

Management Consultants
In Communications

WHO WE ARE AND WHAT WE DO

SPECIFIC SERVICE INDICES: WHAT WE DO

Organized by Corporate Function

This list, organized by corporate function, illustrates the experience and kinds of management guidance or direct intervention services available to the Lukaszewski Group's clients.

Chief Executive Officer/Chief Operating Officer:

- Advice on high-profile confidential issues
- Communication skill analysis
- Confidential coaching
- Corporate message strategies
- Counteraction strategies
- Crisis survival advice
- Critical communication counseling (downsizing, takeovers, LBO's, spin-offs)
- Critical issues exploration and charting
- Exposure management
- International issues and conflicts
- Leadership/charisma
- Management communication plans
- Management communication studies
- Management consulting
- Option identification
- Personal counseling/leadership development
- Personal visibility programs
- Preparation for trial
- Scenario development
- Second opinions
- Succession counseling
- Testimony coaching

Chief Financial Officer:

- Confidential issues

- Critical issues communication counseling
- Disclosure
- Dullness removal
- Financial presentation organization
- Management consulting
- Preparation for trial
- Second opinions
- Testimony coaching
- Vulnerability analysis

Community Relations:

- Community assessments
- Timeline development
- Community assessments
- Door-to-door campaigns
- Grass-root mobilization strategies
- Local spokesperson coaching
- Planned visibility analysis
- Political/social assessments
- Retiree motivation and organization
- Vulnerability analysis

Corporate Communications:

- "Agency mentality" development
- Advocacy and issue advertising
- Communication policy development
- Confidential issues

- Corporate affairs strategies
- Corporate staff seminars
- Crisis/exposure management plans
- Crisis preparation audits
- Disaster recovery/business resumption
- Emergency help
- Exposure management strategies
- Grassroots campaigns
- Handling bad news
- Influencing management decision-making
- Intelligence gathering
- Internal emergency plan coordination
- International issues and conflicts
- Issue control
- Litigation preparation
- Managing bad news
- Media training
- Message development
- News audits
- Opposition management
- Presentational training
- Reducing media influence
- Scenario development
- Second opinions
- Special issue programs/seminars
- Spokesperson training/counseling
- Staff development
- Strategy development
- Testimony coaching
- Timeline development

Corporate Secretary:

- Annual meeting presentation coordination and rehearsal
- Financial presentation improvement
- Message development

Department Heads (Branches/Mills/Plants/Regions):

- Advertising strategies
- Community relations advertising strategies
- Effective presentation development
- Issues/advocacy advertising strategies
- Local issues/community visibility
- Local news audits
- Managing local emergency situation
- Media relations coaching and training
- Media relations counseling
- Representing your company in the community

- Special focus sessions on labor, environment, safety, production, transportation, and security
- Strategic thinking
- Testimony coaching

Environment:

- Advocacy group action counteraction
- Crisis preparation
- Key issue identification
- Litigation visibility management
- Local spokesperson training
- Messages and communication objectives
- Plain language definitions
- SARA law communication training
- Simulation and testing of plans
- Superfund communication
- Testimony coaching
- Vulnerability analysis

Human Resources:

- Effective meeting leadership coaching
- Employee outrage reduction
- Seminars for manager development
- Special situations
 - Corporate issues effecting people
 - Labor/negotiation communication
 - Opposition

Investor Relations Manager:

- Analyst meeting presentation structuring and coaching
- Crisis management
- Dullness removal
- Financial presentations
- Message development

Legal Affairs:

- Case communication strategies
- Confidential counseling and coaching
- Defendant visibility counteraction
- Plaintiff visibility counteraction
- Dejangonization
- Legal spokesperson training
- Message development on sensitive matter
- Testimony training
- Trial message strategies
- Visibility management of high-profile cases

Media Relations:

- Aggressive reporter management
- Bad news management
- Evaluations
- Exposure management
- Media impact reduction on outcomes
- Media training
- Message development
- Message negotiation
- News audits
- Personnel evaluations
- Simulation design and execution
- Spokesperson development
- Staff development
- Strategic planning and thinking
- Tactical ingenuity
- Training

Public Affairs:

- Advocacy and issues management
- Base audience identification
- Community campaigns
- Community political assessment
- Election campaigns
- Influencing public attitudes strategies
- Issue identification
- Issue prioritization
- Opposition management
- Sensitizing management to issues
- Special publics contact programs
- Special sessions on key issues
- Vulnerability analysis
- Witness preparation

Security/Safety:

- Coordination with other sources of corporate visibility
- Crisis exposure development plans
- Disaster recovery/business resumption
- Exposure management
- Handling dissident individuals and organizations
- Handling of organized opposition
- Scenario/simulation development
- Spokesperson training
- Visibility aspects of terrorism, sabotage, kidnap and extortion
- Vulnerability analysis

Supervisors:

- Community spokesperson training
- Feedback gathering programs
- Influencing upper-management decision-making
- Team building
- Understanding persuasion
- Work-related communication training and coaching