



The  
Lukaszewski  
Group

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Management Consultants  
In Communications

**SAMPLE INTRODUCTION FOR  
JAMES E. LUKASZEWSKI, ABC, APR, FELLOW PRSA**

**WORD COUNT: 324 (2 minutes, 16 seconds)**

Our speaker today is Jim Lukaszewski (loo-ka-SHEV-skee). His pragmatic, ethically based approaches to managing the worst problems organizations can experience has made him one of America's pre-eminent corporate and organizational troubleshooters.

*PR Week* singled Jim out as one of 22 "crunch-time counselors who should be on your speed dial in a crisis," and *Corporate Legal Times* listed him as one of the "28 Experts to Call When All Hell Breaks Loose."

Jim is a prolific author and internationally recognized speaker on crisis management, ethics, media relations, public affairs, and reputation preservation and restoration. His sixth book, *Why Should the Boss Listen to You?*, was published by Jossey-Bass in 2008. The fourth volume of his *Executive Action*<sup>®</sup> *Crisis Communication Management System, Crisis Communication Plan Components and Models: Crisis Communication Management Readiness*, was published in 2005. He has published 25 monographs on critical communication subjects since 1994 and hundreds of articles throughout his career.

Jim is a civilian advisor to several federal agencies including the United States Marine Corps. He is an accredited member of the International Association of Business Communicators (ABC) and the Public Relations Society of America (APR). Jim is a member of the PRSA's College of Fellows (Fellow PRSA), and co-chair of PRSA's Board of Ethics & Professional Standards. He is the recipient of Ball State University's National Public Relations Achievement Award, Patrick Jackson Award for Distinguished Service to PRSA, PR News Lifetime Achievement Award, Lloyd B. Dennis Distinguished Leadership Award, and named 2007 Minnesota Metropolitan State University Alumnus of the Year and the 2007 Practitioner of the Year by the Southern New England Chapter of the PRSA.

Jim is a teacher, thinker, coach, and trusted advisor who has the unique ability to look at problems from a variety of perspectives, think through and strategize in new ways to advise his clients how to take appropriate, highly focused ethical action.

His topic today is, "\_\_\_\_\_." Let me present Jim Lukaszewski . . .