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# Why Should the Boss Listen to You?\*

## The Seven Disciplines of the Trusted Strategic Advisor

Presented By

James E. Lukaszewski, *ABC, APR, Fellow PRSA*

*“Among the crucial challenges all staff face every day are having access, being consulted regularly, getting higher up on the need-to-know list, and finding ways to help the boss act on the advice we give.”*

—James E. Lukaszewski

James E. Lukaszewski,  
*ABC, APR, Fellow  
PRSA*



Jim is a trusted strategic advisor to many CEOs and senior managers. *Corporate Legal Times* named Jim as one of “28 Experts to Call When All Hell Breaks Loose,” and *PR Week* named him one of 22 “crunch-time counselors who should be on the speed dial in a crisis.”

He is widely recognized as a consultant’s consultant who shares, teaches, and transfers his knowledge and experience to organization and corporation staffs and CEOs.

Jim is Chairman and President of The Lukaszewski Group Inc.

### Agenda

**INTRODUCTION** Why Leaders Need Trusted Strategic Advisors

**PART I** Special Knowledge the Trusted Strategic Advisor Requires

- How Leaders Think and Operate
- What Leaders Expect
- Achieving Maximum Impact


**PART II** Seven Disciplines of the Trusted Strategic Advisor

- Be Trustworthy: The Foundation for a Relationship Between Advisor and Leader
- Become a Verbal Visionary: The Most Powerful Management Tool
- Develop a Management Perspective: How to Gain Access to the Strategic Decision Making Process
- Think Strategically: Concepts and Ideas Behind Being Strategic
- Be a Window to Tomorrow: Pattern Recognition, the Strategist’s Foundation for Action
- Advise Constructively: Four Approaches to Providing Advice Leaders Can Use
- Show the Boss How to Use Your Advice: Seven Elements of Effective, Actionable Advice

**PART III** Finding the Table

- How to Have Your Advice Sought After Earlier
- Become a Trusted Strategic Advisor
- How to Assess Your Daily Performance and Progress
- You Are the Table

\* Based on Lukaszewski’s newest book released in 2008. Order copies of the book as handouts for attendees, give aways, or door prizes.

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For more information on this topic or about Jim Lukaszewski, contact:

The Lukaszewski Group Inc.

100 South Bedford Road, Suite 340, Mount Kisco, NY 10549

Telephone: 914.681.0000 ■ Facsimile: 914.681.0047

tlg@e911.com ■ www.e911.com