

The Lukaszewski Group

Management Consultants
In Communications

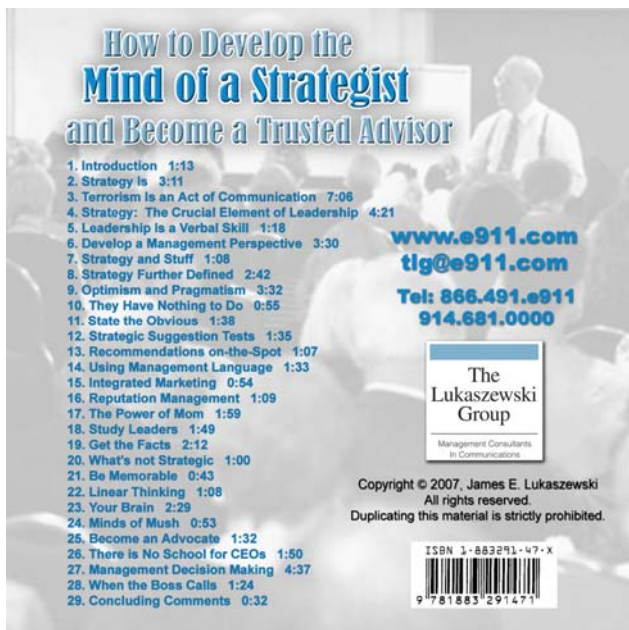
CRISIS STORE

AUDIO CD ABSTRACT

How to Develop the Mind of a Strategist and Become a Trusted Advisor

Do you know the two most important questions the CEO expects you to answer when you walk through the door? Do you know what the most powerful influencers of executive decision making are? What are the most important things the boss needs from you, constantly? Just how do you get to the table? What does it take to be a trusted advisor? What does being strategic really mean?

Strategy remains one of the more mysterious aspects of achieving success. For many, being a strategist and trusted advisor to top management and leaders is considered to be the highest level of



professional practice. James E. Lukaszewski, ABC, APR, Fellow PRSA, is a strategist's strategist. During this 53-minute program, he will present many of his powerful methodologies. Every day, Jim coaches, teaches, and counsels trusted advisors to be more strategic to think and work at higher levels of competence and influence, with a management perspective. He coaches, teaches, and guides senior executives in their operational strategies, too.

This professional development CD is about how to develop the management-oriented mindset,

behaviors, and attitudes that attract management's attention and get you invited earlier into the decision-making process . . . before all the decisions have been made by the high-priced lawyers and outside consultants. There are seven distinct disciplines. It is also about how to get the boss to listen and incorporate your advice into the planning, execution, follow-up, and evaluation of major business activities and decision making.

Here are some of the questions this program will address:

1. How do you engage a boss who doesn't communicate or care?
2. How do you engage a boss who knows it all?
3. How do you get to the table?
4. How do you stay at the table?
5. How can you get better control of the boss?
6. How can you have true influence over the boss?
7. What does it mean to think differently?
8. How do you get called in before all of the decisions are made?
9. What do you do once you get to the table?
10. What can you do to keep from getting shot down by the lawyers and management consultants?
11. What are some of the questions you should be prepared to answer?
12. What is strategy? What isn't strategic?
13. What is a manager's mindset?
14. Who are these people we call CEOs?

During this intensive and energetic presentation, Jim will help you look inside yourself to identify how much of a strategist you may already be and what you have to accomplish to indeed become a truly effective strategic advisor.

The titles of the tracks on this CD are:

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|---|---------------------------------|
| 1. Introduction | 14. Using Management Language |
| 2. Strategy Is | 15. Integrated Marketing |
| 3. Terrorism Is an Act of
Communication | 16. Reputation Management |
| 4. Strategy: The Crucial Element of
Leadership | 17. The Power of Mom |
| 5. Leadership Is a Verbal Skill | 18. Study Leaders |
| 6. Develop a Management
Perspective | 19. Get the Facts |
| 7. Strategy and Stuff | 20. What's Not Strategic |
| 8. Strategy Further Defined | 21. Be Memorable |
| 9. Optimism and Pragmatism | 22. Linear Thinking |
| 10. They Have Nothing to Do | 23. Your Brain |
| 11. State the Obvious | 24. Minds of Mush |
| 12. Strategic Suggestion Tests | 25. Become an Advocate |
| 13. Recommendations on the Spot | 26. There Is No School for CEOs |
| | 27. Management Decision Making |
| | 28. When the Boss Calls |
| | 29. Concluding Comments |



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PRODUCT DETAILS

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ABOUT THE AUTHOR

James E. Lukaszewski (loo-ka-SHEV-skee) advises, coaches, and counsels the men and women who run large corporations and organizations. The bulk of his practice is in the Western Hemisphere, although he helps clients in most parts of the world. He is an expert in managing and counteracting tough, touchy, sensitive corporate communications issues. He is frequently retained by senior management to directly intervene and manage the resolution of corporate problems and bad news. The situations he helps resolve often involve conflict, controversy, community action, or activist opposition. The fastest growing portion of his practice involves civil and criminal litigation.

He is a prolific author (six books, hundreds of articles), lecturer (corporate, college and university), trainer, counselor, and public speaker. He is a member of *Public Relations Review's* Board of Professionals, a contributing editor for *Public Relations Quarterly*, member of InfoCom's *Media Relations Insider* editorial advisory board, frequent columnist and member of *PR News'* editorial board, columnist for *O'Dwyer's PR Services Report*, and columnist for PRSA's magazine, *The Strategist*. His 1992 book, *Influencing Public Attitudes: Strategies that Reduce the Media's Power*, remains a classic work in the field of direct communication. In 2005, the Public Relations Society of America published the final volume of his four-volume *Executive Action® Crisis Communication Management System: War Stories and Crisis Communication Strategies, An Anthology; Crisis Communication Planning Strategies, A Workbook; Crisis Communication Plan Components and Models: Crisis Communication Management Readiness; and Media Relations During Emergencies, A Guide*. His newest book, *Why Should the Boss Listen to You?*, was published by Jossey-Bass in 2008. He has published 25 monographs on critical communication subjects since 1994 and hundreds of articles throughout his career.

He is an internationally recognized speaker on crisis management, ethics, media relations, public affairs, and reputation preservation and restoration. Visiting his Web site, www.e911.com, is like attending the University of Crisis Management.

An accredited member of the International Association of Business Communicators (ABC) and the Public Relations Society of America (APR), Mr. Lukaszewski is a member of the PRSA's College of Fellows (Fellow PRSA); Board of Ethics & Professional Standards; the Corporate and Public Affairs/Government Sections; and the New York City and Westchester/Fairfield Chapters. He is a member of the International Churchill Society, ASIS

International, and the Society for Human Resource Management (SHRM). He lectures annually at the U.S. Marine Corp's East Coast Commander's Media Training Symposium and was the second recipient of its Drew Middleton Award. 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.