

The Lukaszewski Group

Management Consultants
In Communications

CRISIS STORE

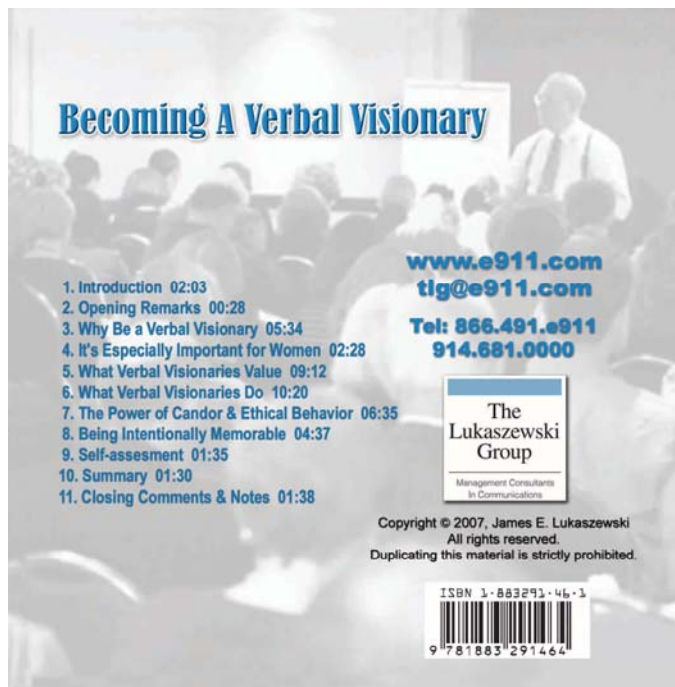
AUDIO CD ABSTRACT

Becoming a Verbal Visionary

This is one of Jim Lukaszewski's most inspiring programs.

Your verbal skills, by and large, determine your effectiveness as a leader and an advisor. While style can be important, even charismatic, it is the content of what you say that adds value and substance to the power and momentum of how you say it.

If getting to the table, and even to the top, is what you are looking to accomplish, this 44-minute



program is for you and about you. It's about having a happy, successful, influential, and important professional life. Becoming a verbal visionary is a powerful exercise in personal revelation, and in clarifying who you are to yourself and to others. The verbal visionary process is about consciously determining what you believe, the components of your integrity, and your personal values. It's about who you want to become, and how you start the process.

This professional development CD is a crash course in helping you make some

important life and career direction corrections, if you choose to do so. If you follow what Jim talks about, you can begin to develop or continue to develop those characteristics and attributes that will make you a verbal visionary, and increasingly more valuable to those around you. People with verbal skills and individuals with verbal power make things happen. Do you want to? Can you? What's holding you back?

As you'll see, a verbal visionary is, among other things, a pragmatist who understands how the world is moved . . . by personal verbal power. This 44-minute program is especially valuable for women because verbal skill is the great gender equalizer for those who give advice or want to lead others.

This program will help you:

1. Define and understand the power a verbal visionary has.
2. Develop a plan for building a happy, successful, important professional life.
3. Become more significant, memorable, and quotable.

This program will answer several questions for you:

1. Why are verbal skills at least as important as writing skills?
2. Must I build my verbal skills to advance my career?
3. How do I become a verbal visionary?
4. Can I really control my importance and impact?
5. How will I know when I m a verbal visionary?
6. Is this something I can finally organize my life around?

During this program Jim Lukaszewski will reach into your belly squeeze a little, tug a little, push a little, get your attention, and help you focus inside yourself for inspiration and motivation. He will help you think seriously about the value your life can bring to others.

The titles of the tracks on this CD are:

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| 1. Introduction | 7. The Power of Candor & Ethical Behavior |
| 2. Opening Remarks | 8. Being Intentionally Memorable |
| 3. Why Be a Verbal Visionary | 9. Self-assessment |
| 4. It's Especially Important for Women | 10. Summary |
| 5. What Verbal Visionaries Value | 11. Closing Comments & Notes |
| 6. What Verbal Visionaries Do | |



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PRODUCT DETAILS

Audio CD: 44 Minutes / 11 Tracks
Publisher: The Lukaszewski Group Inc. (June 11, 2007)
Language: English
ISBN-10: 1883291461

ISBN-13: 978-1883291464

Price: \$10.00 US

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's* 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.