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**BECOMING A VERBAL VISIONARY:
HOW TO HAVE A HAPPY, SUCCESSFUL, AND IMPORTANT LIFE ©**

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ABSTRACT

One of the most important facets of building your career relates to how well you verbally convey ideas, concepts, instructions, and information. The principal difference between a “junior person” and a “senior person” is the ability to verbally influence behavior, attitudes, and actions of others. Judgment and influence have very little to do with age. They have to do with verbal skills that inspire, motivate, clarify, and focus for the benefit of clients, employees, and senior management.

This monograph is about you, personally. It's about having a happy, successful, and important professional life. It's about becoming a verbal visionary.

Becoming a verbal visionary is a powerful exercise in personal revelation, in clarifying who you are to yourself and how you can truly help others. This monograph is about what you believe, your integrity, your personal values. It's about who you want to become.

Today, the dominant force in decision making is verbal power – talking. As I watch how decisions are made in the board room, conference rooms, committee meetings, by government, by neighbors, by customers, by employees around the world, in virtually every culture, it is evident that the world moves at verbal speed. In English-speaking cultures that means approximately 150 words per minute. Wherever you happen to live – whether it's South Carolina, the Bronx, northern California, Paris, or Caracas, Venezuela – your world moves at the local verbal velocity.

This is a powerful lesson for writers. Take a good look at the things you write, add up the number of words, divide by 150, and you'll immediately be able to tell just how long it will take someone to go through the documents you produce. If it takes the brain's little mental reading voice more than just a couple minutes to read what you wrote, no one will be reading much of it. There just isn't the time. We don't read anymore. Instead, we listen.

The person with verbal skills, the individual with verbal power, can make things happen. As you'll see, a verbal visionary is a pragmatist who understands that the world moves predominantly through verbal power.

Becoming a Verbal Visionary takes you through a process of self-analysis:

1. Understanding your style and the power of verbal skills.
2. Tools to determine if you can or want to become a verbal visionary.
3. How to assess your position in the spectrum of verbal ability.
4. The critical strategic and leadership value building verbal skills brings to you, your boss, clients, and employees, and those you care about.

This monograph will help you look into yourself like you never have before.



If this Abstract has been helpful and you wish to acquire the entire text, please visit www.Amazon.com.

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 very large corporations and organizations. He is an expert in managing and counteracting tough, touchy, sensitive corporate communications issues. The fastest growing portion of his practice involves civil and criminal litigation. He is one of the few who can and truly does coach CEOs.

He is a prolific author (several books, hundreds of articles), lecturer (corporate, college and university), coach, and counselor. He is quoted in publications such as *The New York Times*, *The Wall Street Journal*, *The Miami Herald*, the *Harvard Business Review*, and industry trade journals. He is a columnist, advisor, or editor for almost every major public relations periodical.

His 1992 book, *Influencing Public Attitudes: Strategies that Reduce the Media's Power*, remains a classic work in the field of direct communication. He is the author of the four-volume *Executive Action® Crisis Communication Management System* and has published 26 unabridged monographs on critical communication subjects since 1994. His newest book, *Why Should the Boss Listen to You?*, was published by Jossey-Bass in 2008.

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) and Board of Ethics & Professional Standards. He served as a crisis communications advisor to the International Disaster Advisory Committee, Agency for International Development, Office of U.S. Foreign Disaster Assistance from 1989 to 1992, and is a civilian advisor to several other federal agencies. 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 both Ball State University's 2004 National Public Relations Achievement Award and the 2004 Patrick Jackson Award for Distinguished Service to PRSA, and is among the winners of the 2005 *PR News* Lifetime Achievement Award. His name appeared in *Corporate Legal Times* as one of "28 Experts to Call When All Hell Breaks Loose," and in *PR Week* as one of 22 "crunch-time counselors who should be on the speed dial in a crisis."