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TEN STRATEGIES FOR SUCCESSFUL CONTRACT NEGOTIATIONS©

James E. Lukaszewski, *ABC, APR, Fellow PRSA*
White Plains, New York, U.S.A.

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ABSTRACT

Companies get the unions they deserve. Business organizations rarely become extinct due to labor negotiations, but high-profile labor problems can generate serious temporary harm and enormous, unnecessary, largely self-inflicted distraction.

The critical question to ask everyone constantly – the CEO to the negotiators – is, "Does what we are doing, saying, or planning, or what we are planning to do and say, get us quickly, directly, and honorably to a contract?" If the answer is anything other than an unqualified "yes!" – stop doing, stop talking, stop planning, and get the goal back in focus and the process back on track. In this monograph Jim Lukaszewski offers 10 strategies to help you focus on the goal of getting a contract by using principled, honorable communication.

Successful negotiations boil down to clearly identifying your true goals. Goals that involve punishment, hitting back, and testosterosis are weak, defensive, and costly. Leave these behaviors to the zealots and those who don't have a serious interest in peace or your future. Wage peace and healing from the start.



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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 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."