

One of the field's leading strategists, Jim Lukaszewski will a) explore the importance of strategy as a management function, b) analyze the process of strategic thinking and c) examine current examples in this **new 4-times yearly supplement**.

LET'S GET SERIOUS ABOUT STRATEGY

Strategy is a driving force in any business or organization. It's the intellectual force that helps organize, prioritize, and energize what organizations do. No strategy; no energy. No strategy; no direction. No strategy; no momentum. No strategy; no impact.

Strategy is a unique mixture of **mental energy**, injected into an organization through **communication**, which results in behavior that achieves organizational **objectives**.

For public relations practitioners, being strategic is the difference between being just another member of the support staff and being an essential participant on the management team with the ability to make strategic contributions to the overall management process.

Strategy. Sometimes I think there's more talk, wishful thinking, and disappointment over this topic than almost any other in the field of public relations. Practitioners suffer enormous anxiety and frustration over not "being at the table," "guiding the boss," "just being heard," or "just getting invited to strategy meetings."

So, let's have a serious, candid, and useful discussion about two essential elements of the strategy – 1) What it is and 2) Your strategic mindset.



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 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."