

## SPEAKER'S PROFILE



### A PASSION FOR THE TRUTH

"You are the best. Thanks for your sage advice and enduring wisdom on helping us to continually improve our open, honest, and responsive communication."

*Gratefully,*  
CEO

*Fortune 500 Company*

"What an outstanding seminar! You really brought home to me the impact and potential of improved interview techniques, and I only wish I'd had the opportunity to receive this training years ago."

*Chief Executive*  
*Canadian National Company*

"We feel that your sage counsel, steady hand, and constant advice to stay "relentlessly positive" have been a major asset to all that we have been able to achieve over the last 18 months."

*Co-CEOs*  
*Fortune 500 Company*

### Jim's Audiences:

Jim speaks annually before a wide variety of local, statewide, national and international organizations and associations, engaging thousands of audience members. His webinars reach several thousand additional participants.

His audiences are very diverse:

- Academia
- Business groups
- Chemical industries
- Trade and Professional Associations
- DINFOS
- Extractive Industries
- Health Care and Insurance Groups
- Law Enforcement
- State and Federal Government Agencies at all levels
- Trade and Professional Organizations
- Transportation
- U.S. Military Services and Intelligence Agencies
- ...and the list goes on. See Experience Summaries on e911.com

**The Way Out of Trouble:** Wherever there is or can be trouble, victims, serious problems and disaster, Jim knows the way out, with reputation and leadership recovery.

**Jim is a truth-teller and realist:** He is pragmatic, inspiring; a truth teller, an inspirer, storyteller, motivator and coach. If you have a troubled executive team, or your organization, profession or industry needs an infusion of sensible, honest, dramatically and powerfully presented helpful information, call Jim.

## PAST SPEAKING CLIENTS



## SPEAKING TOPICS

### {LEADERSHIP}

#### **The Ingredients of Leadership: Gaining the Personal Power to Move People and Organizations into the Future**

How to lead others to have happier, more productive, less contentious and richer lives. Ten crucial behaviors, personal decisions and leadership choices to help those who lead, and their advisors, become outstanding individuals.

#### **Transforming Managers into Leaders: Seven Sensible Constructive Strategies**

How to release the leader that lives within you. A personal process for communication and achievement; understanding the nature and patterns of leadership; how management differs from leadership; how to unlock your personal potential for leadership. How to help you or your best and brightest become better and brighter.

#### **You are the Table, Why Your Boss Should Listen to You! The Seven Disciplines of the Trusted Strategic Advisor**

You are the table. Stop searching for it. How to build your personal influence and access by understanding what bosses need, want, look for and expect in a trusted strategic advisor. Giving crucial advice.

#### **Inside the Mind of the Modern CEO: Leaders Constantly Under Fire\***

\*See [www.e911.com](http://www.e911.com)

### {COMMUNICATIONS}

#### **Communicating Intentionally: Building a Trusted, Participatory Communications Process in Your Organization**

How to develop a viable, doable, achievable, and useful communications strategy. The eight crucial ingredients of an important, sensible and compassionate organizational communication strategy: Candor, Openness, Truthfulness, Responsiveness, Transparency, Engagement, Destiny Management, Empathy/Apology

#### **Influencing Employee Attitudes: A New Way to View, Understand and Rejuvenate Your Organization**

Examining the seven categories of employees from live-to-work to disengaged staff members. Who are these people who come to work each day? Why do they come? Why do they stay? How to refocus employees at every level on what matters. How to really lead your organization, from the front.

#### **60 Minutes on Media Relations\***

#### **Waging Peace at Work: Reengaging Leaders, Winning When Everybody's Upset\***

\*See [www.e911.com](http://www.e911.com)

### {CRISIS MANAGEMENT}

#### **Dealing with Angry Publics**

When corporate behaviors and decisions collide the community, employee or constituent expectations and values, the result is often anger, cynicism, confrontation, even organized opposition and confrontation. Learn how to calm things down, reduce victimization and avoid the production of new critics, enemies and angry people; useful, sensible, constructive approaches and strategies to mitigate, manage and stabilize emotionally charged situations.

#### **The Golden Hour: The 5-Step Grand Strategy for Successful Crisis Response**

In crisis response, speed beats smart every time. Discover strategic patterns of response that can begin the resolution if

## SPEAKING TOPICS

begun within the first 60-120 minutes, the Golden Hour. Stop producing victims; manage the victims; short, powerful communication techniques; dealing with the self-appointed, bloggers, bloviators, bellyachers, back-bench critics and commentators, and traditional media.

### **Crisis Proofing Your Organization**

Learn Jim's unique six-step dynamic approach for a crisis response action process that will control and reduce contention, and address the most crucial issues directly and promptly. Prepare your organization and leadership for the visibility that will inevitably happen. How to protect your reputation and maintain trust.

### **Managing Victims: The Most Powerful Force in Crisis**

Managing victims determines the perception of your response, the level of your integrity, and the future of your reputation and perhaps even the CEO. A unique, powerful, surprising and emotional discussion of the most powerful force in any crisis – the victims. Who they are; the causes of victimization; how victims feel, how they react, what they suffer, what they need; and how victims can control the destiny of your organization and your future.

### **Preparing for Digital Disaster**

Prepare first for the nine tactics online activists always use: how to prepare for the 20 types of cyber-attacks, and avoid the seven traits of a failed response that assure serious reputational damage. Create a social media attack response team (SMART) process; and learn how to reduce social media attacks – and even reverse the process.

### **Waging Peace and Rebuilding Trust in Your Community: The Story of Every Angry Town**

Strategies for regaining trust, gaining and maintaining permission, resolving conflicts and controversy, and calming everybody down. Specific, proven strategies for establishing powerful stakeholder relationships, dealing candidly, openly and compassionately with the pain and suffering the community may be feeling; focusing on resolving issues, getting to agreement, reducing contention and building a more powerful, positive future for your organization and your community.

## {ETHICS}

### **Bringing Out the Best in Your Company**

An interesting and powerful discussion of the key attributes of the best organizations using a unique seven ingredient template approach to guide your organization to be the best it can possibly be. The best core concepts; the best core ethical principles; the best code of integrity on learning inappropriate behaviors; handling ethical dilemmas and difficult issues; best people, best products, best relationships, best work, best practices.

### **The Ethical Expectations of Leadership**

Leaders must implicitly and explicitly recognize the ethical expectations by everyone inside and outside the organization. Focus groups, polls and interviews reveal a powerful list of ethical expectations, including truth-finding, raising tough questions, teaching by parable, vocalizing values and ideals, walking the talk, ethical enforcement, finding ethical pathways, being a model for ethical behavior and making values more important than profits.

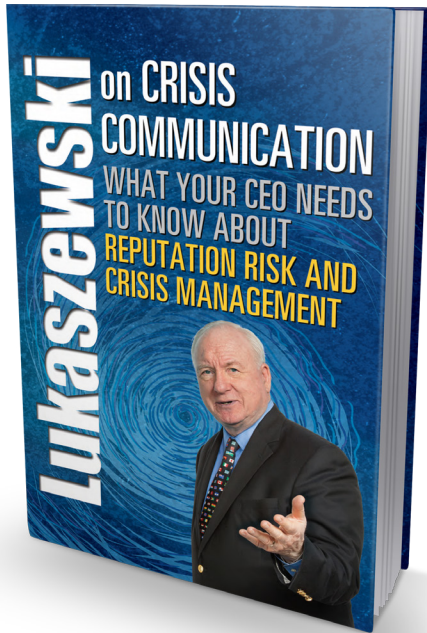
### **Building Trust is Tougher than Ever; Remaining Trustworthy is Hard\***

### **The Ethics of Excellence\***

\*See [www.e911.com](http://www.e911.com)

## JIM'S BOOKS

### *Lukaszewski on Crisis Communication: What Your CEO Needs to Know About Reputation Risk and Crisis Management*



Sensible, constructive, helpful, insightful, useful advice on managing victims, preparing management for leadership, surviving ever larger media coverage, counteracting enlisting social media, overcoming activism, working with attorneys and litigation, wisdom and encouragement for people of integrity.

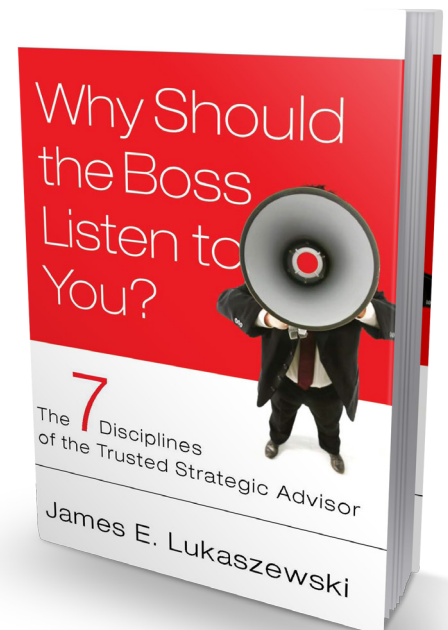
The author provides the framework for building an effective crisis management program. He provides tools and guidance on how to identify existing vulnerabilities and potential risks.

The entire book is written in clear and plain language, very direct and therefore easy to understand. This book is a must read for those involved in crisis management, as well as every serious security practitioner, human resources professional and lower and mid-level operators, managers and leaders.

### *Why Should the Boss Listen to You: The Seven Disciplines of the Trusted Strategic Advisor*

Best-selling guide to becoming more trusted, influential, important and successful. If you are in communications, human relations, security, strategic planning, accounting, finance, IT, law, or marketing, this book is a powerful tool to help you move ahead.

"One of the most common complaints of managers and functional experts inside organizations is that their leaders don't listen to them and heed their advice enough. And they're right. The result is a huge waste of time, expertise, morale, and money. Part of the answer is leaders becoming better, wiser advice takers... the other part is better advice giving on the part of advisers. In this important book, Jim Lukaszewski lays out with great clarity and practicality what anyone must know who wants to have more influence on a boss and more impact on organizational success." – Dan Ciampa, Author of Taking Advice, How Leaders Get Good Counsel and Use It Wisely





## ABOUT JIM



James (Jim) E. Lukaszewski (Loo-ka-SHEV-skee) is one of America's most visible corporate go-to people for senior executives when there is trouble in the room or on the horizon. As America's Crisis Guru®, Lukaszewski is known for his ability to help executives look at problems from a variety of sensible, constructive and principled perspectives. He has spent his career counseling leaders of all types who face challenging situations that often involve conflict, controversy, community action or activist opposition. He is known for taking a business approach rather than traditional PR strategies by teaching clients to take highly focused, ethically appropriate action. He is a consummate storyteller.

Lukaszewski has helped leaders in organizations large and small in literally every standard industrial classifications (SIC), for-profits, non-profits, government, military, private and public organizations. He is always retained by senior management to directly intervene and manage the resolution of corporate problems and bad news while providing personal coaching and executive recovery advice for executives in trouble or facing career-defining problems and succession or departure issues.

Throughout his career, beginning in 1972, his skills, knowledge, ability and professional leadership have been recognized continuously. His biography has appeared in more than 30 editions of various Who's Who annual editions; he has been recognized for lifetime achievement in his profession by most of the major public relations organizations in the United States. He served for 22 years on the Public Relations Society of America's Board of Ethics and Professional Standards (BEPS) and is now its first Emeritus member. His twelve books and hundreds of articles and monographs have informed the profession for decades. Wherever you study public relations on the planet, you'll read something or see something from or by Jim Lukaszewski.

"Thank you for sharing your valuable time with us and giving [our organization] leadership team a most productive day. You provided an intense review of the core principles in effective communication, and your insights on how to utilize these principles will prove invaluable. You have given us a 'tool chest' of ideas and best practices to be better communicators.

I found the day most interesting – in a way that I had not expected. By this I mean that I found myself reviewing many of the things I do on a regular basis and how they can be improved."

*Sincerely,*  
State University President