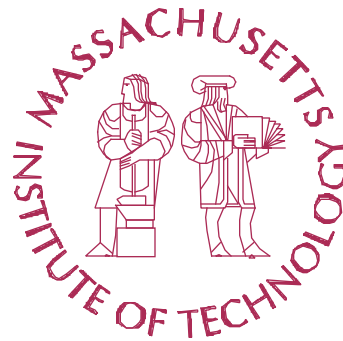


Lean Aerospace Initiative Plenary Workshop

Communicating Lean



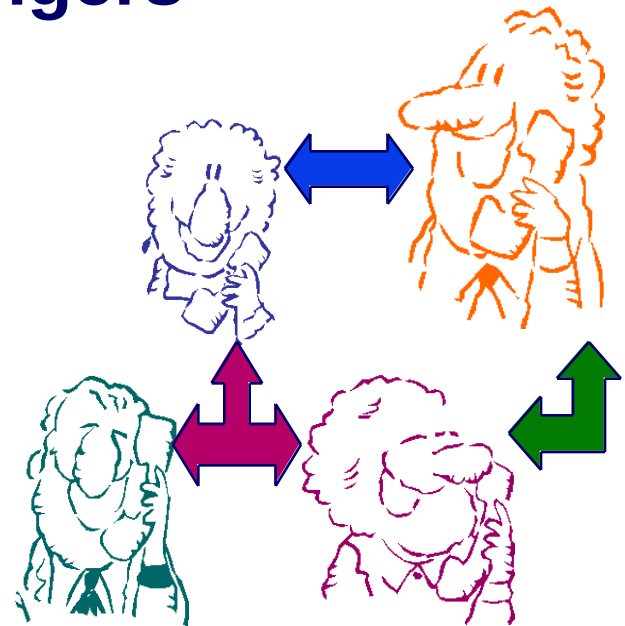
October 15, 1998

**Presented By:
Deneen Silviano
MIT**



Communication: Creating A Systematic Process

- Top Down, Bottom Up, and Lateral Flow of Information
- With Multiple Lean Messengers
 - LAI Consortium
 - Communications IPT
 - LAI Points of Contact
 - **Each of You!**





Supporting The Communication Process

Step 1

**Matching LAI Member Needs With
Standardized Products**

Step 2

**Growing Team of Local Messengers
... shoring-up the infrastructure**

Step 3

**Continuous Improvement of Steps
One & Two**



Step 1: Standardized Products



The LAI Toolkit:

- Debuted Summer 1998
 - delivered to POCs and Comm IPT members
 - second delivery Fall 1998 at Plenary Workshop
- Quarterly Updates Planned
 - delivery via LAI web site

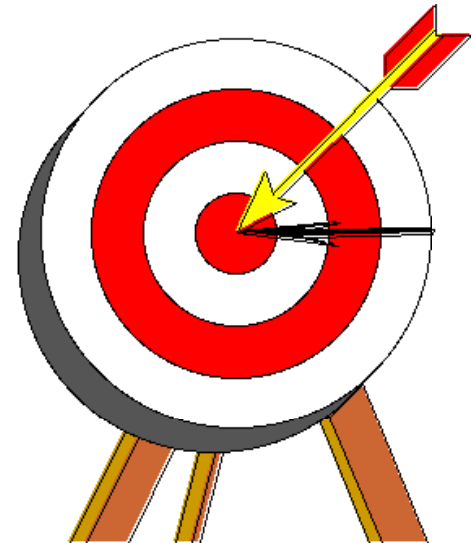


Step 2: Growing Team of Local Messengers

On Target Locally:

Adapting Toolkit and LAI research for use within LAI member organizations

- Lean Newsletter Insert
- Aviation Week Interviews and Articles
- Lean Intranet Web Site
- Lean Day
- Local Newspapers
- Special Edition Newsletter
- Information Session
- Quality Day Presentations
- Lean Practices Employee Poster



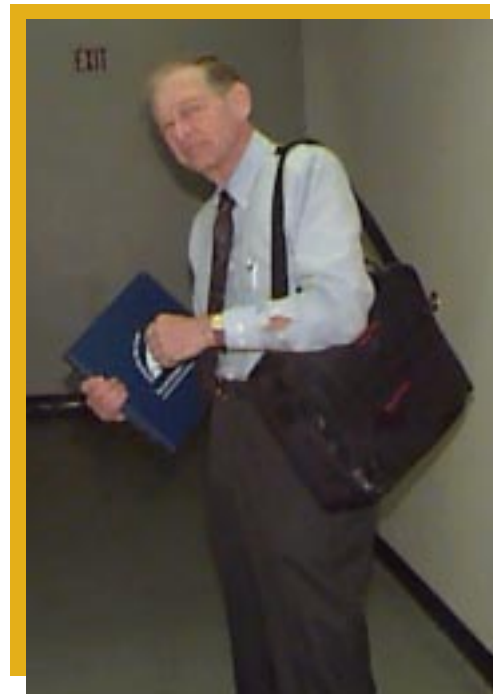


Communicating Lean: A Member's Perspective

**Please see TRW brief presented by Jim Everett
Slides – behind this presentation.**



Communicating Lean ...Together



You are the Messenger!