

Lean Aerospace Initiative Plenary Workshop

Communications IPT



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Today's Focus

- **Why**
 - Communication and Change Process
- **Recent Team Activity**
- **Who**
 - Our “Audiences”
- **What**
 - The LAI and Lean Story
- **How**
 - Products and distribution channels

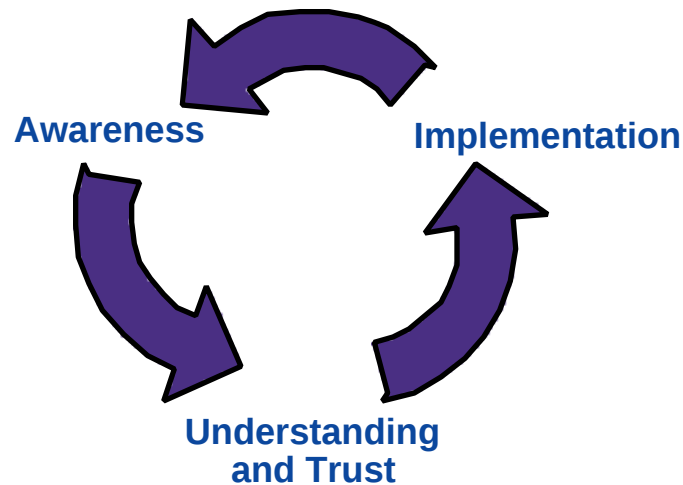


Communication: An Enabler to Change

**Vision for
Change**

Change

The Communication Process



**Willingness to
Change**



Working For Our “Customers”

- **Expanded Your Voice and Access to News**
 - 3 new members
 - linkages to secondary tier of business communicators
- **Enhanced LAI and Member visibility**
 - LA Times • Manufacturing News • Productivity Newsletter
- **Closing the communication “gaps” locally**
 - Standard news releases
 - Identification and feedback of success stories
- **Responded to Executive Board request for 2-page LAI summary**
- **Revamped LAI Web Site based on visitor input**
 - 2-way web linkages
- **Updated LAI Communications Plan**



Our “Who” – The Audiences



- **LAI consortium members**
- **Employees of LAI consortium members**
- **Media**
- **Government**
- **General Public**

The Challenge: What and how to tell them ...



The “What” – Lean Stories

... comes from you!



Lean Success Stories

- Implementation of lean principles and practices
- Application the LEM
- Qualitative Results
- Quantitative Results



An LAI Member Story

Pratt & Whitney

The “How” – Products and Delivery

- **Products:**

- Newsletters
- Briefs
- Brochures
- Executive summaries
- News releases
- Flyers
- Web Site

- **Delivery:**

- Hard copy
 - Information Packets
 - The Toolkit
- Web Based



*Lean Aerospace
Initiative*





The “Why”

- 1. Communication is an ongoing process that enables lean change.**
- 2. The Comm IPT takes some of the “guesswork” out of this process for LAI members by providing the “what and how.”**