Lean Aerospace Initiative
Plenary Workshop

Bringing Down Barriers: Communicating a Vision

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Presented By:
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“Create the vision, communicate the vision . . . let the organization know this is where we’re headed.”

– Dick Kleine, Retired Vice President for Quality, John Deere
LAI Implementation Workshop, San Diego, Feb. 1999

“In a knowledge-driven work system, communication . . . Is the process by which variation is surfaced . . . it is also the mechanism by which new ideas are standardized . . . investment in communication is not just a nice thing to do; it is an essential requirement of the system.”

– page 123 Knowledge Driven Work, Joel Cutcher-Gershenfeld, MIT, et al
Barrier Breaking: Ensuring Consistency of Messages

Raytheon’s Six Sigma Communications Team focuses on content and deployment to level-out understanding and acceptance of lean principles.

“We are embarking on a huge transformation of our culture. Part of my job as a result of my involvement with LAI will be to ensure that our Six Sigma communication is consistent with lean as LAI defines it.”

– Phil McDonald, Raytheon Systems Company and LAI Communications IPT Member

An article in the newsletter above represents a first pass at broad communication - delivered in print and through the company intranet.
Barrier Breaking: Spotlight on Lean in Employee Communication

Lockheed Martin Tactical Aircraft Systems delivers a primer in lean

- Publication sets visions and goals, and educates workforce

LAI Comm IPT Member Lance Lamberton champions special edition newsletter on lean.

“With this special edition, we hope to give . . . A better understanding of lean, how it works, and the results of activities . . .”
The Boeing communications team produces a range of knowledge deployment products including newsletters and video to facilitate lean implementation.

Publications such as “Single Point” have the potential to reach Boeing’s 220,000 plus workforce.
LAI “On The Road”: Eliminating Geographic Boundaries

A team effort to extend outreach by taking LAI research and lean information to where our audiences are

- Opportunities to engage in face-to-face dialogue and to publicly acknowledge our working partnerships

LAI at DMC 1998
Engaging the Media: Removing Access Barriers

A collaborative effort to share lean success and linkages to LAI research

- Conveys new knowledge to the general public
- Reinforces the internal communication systems of LAI member organizations
"The Learning Culture must be built on the assumption that communication and information are central to organizational well being and must therefore create a multi-channel communication system that allows everyone to connect to everyone else."

— Ed Schein, MIT Sloan School of Management, in “Organizational Culture and Leadership”
Where and how are you connecting next?