Lean Aircraft Initiative
Plenary Workshop

Communications IPT

March 5, 1997

Presented by:
Deneen Silviano
MIT
About the team


2. Comprised of communications and program specialists

3. Active representation from eight member organizations from government and industry; each industry sector represented

4. Shared Leadership
   - Sandy Cleary, Litton Industries
   - Bob Reifenberg, ManTech, Wright Lab, WPAFB
   - Deneen Silviano, MIT
Comm IPT Overview

**Goal**

To help build awareness and understanding of lean principles and practices inside the LAI community (gov’t, industry, labor, and MIT) and among external stakeholders (i.e. media).

**Strategy**

To develop and recommend communication products and processes linked to LAI research and results.

To make products and recommendations available to LAI members.
LEAN AIRCRAFT INITIATIVE

Comm IPT Role

Input

- LAI Data and Research
- LAI Activities
- Member Source Material
- Member Needs and Feedback

Distillers

Comm IPT

Translators

Output

“News you can use.”
Conceptual and hands-on role

Recommendations
Advisory role

“News you can use.”
Conceptual and hands-on role

Recommendations
Advisory role

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News You Can Use

**Concept =** The LAI “Toolkit”
A collection of common “pieces” that can be adapted for local use; hard copy and on-line repository

**The Pieces =**
- Briefing Charts with talking points
- Fact sheet series
- Posters
- Boilerplate series
- Standardized news releases
- Frequently Asked Questions & Answers
- Vignettes (Success Stories)
Recommendations

Through collaboration and dialogue at multiple levels:

- **LAI Focus Teams and IPTs**
  - Comm IPT Liaisons to teams
  - Integrated efforts; user-friendly products

- **Points-of-Contact or their designees**
  - Survey; regular mailings, electronic bulletins
  - Common language; enhanced comm. pathways

- **LAI Program Director**
  - Quarterly briefings
  - Integration; increased responsiveness to member needs
Next Steps

- **News You Can Use: LAI Toolkit**
  - prototypes
  - pilot with Comm IPT members
  - dissemination to POC’s

- **Recommendations**
  - solidify liaisons to teams
  - establish connectivity with all POC’s
  - coordinate first briefing (March 1997)

- **Quarterly Team Meetings**
  - Early June - TRW hosting
  - August - TBD
  - Oct. 8, 1997 - CT (Plenary)
  - Dec. 1997 - TBD
Comm IPT Active Members

- WL/MTA, USAF
- ASC/PAM
- Litton Industries
- Pratt & Whitney
- Allison Engine Co.
- Lockheed Martin Electronics & Missiles
- Texas Instruments
- Boeing North American
- TRW
- McDonnell Douglas Aerospace