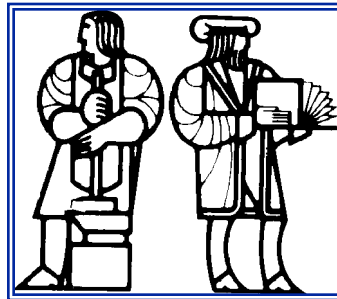


Lean Aircraft Initiative Plenary Workshop

Communications IPT



March 5, 1997

Presented by:
Deneen Silviano
MIT



About the team

- 1. Launched Dec. 10, 1996; follow-up Feb. 12, 1997**
- 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)

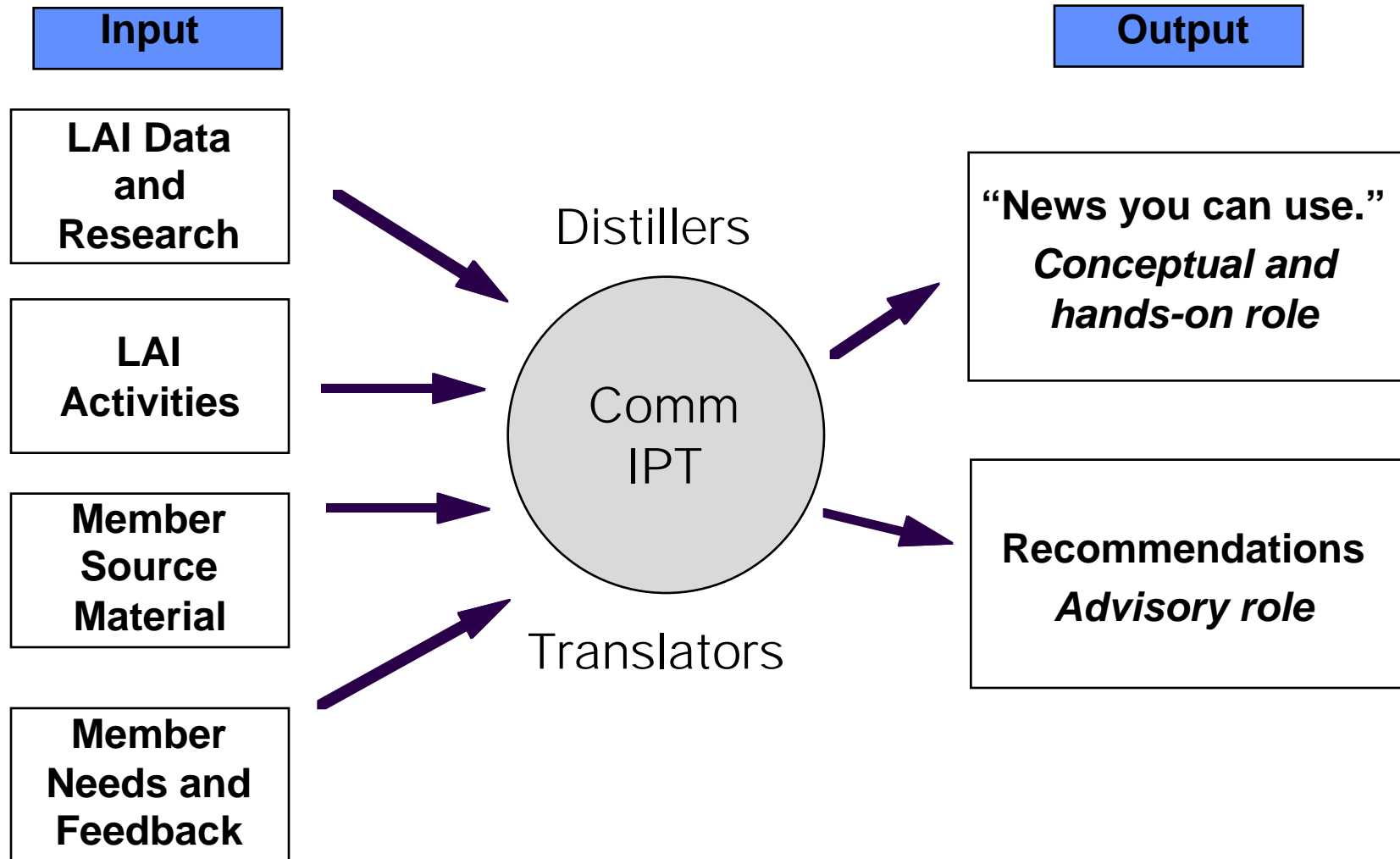
Strategy

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





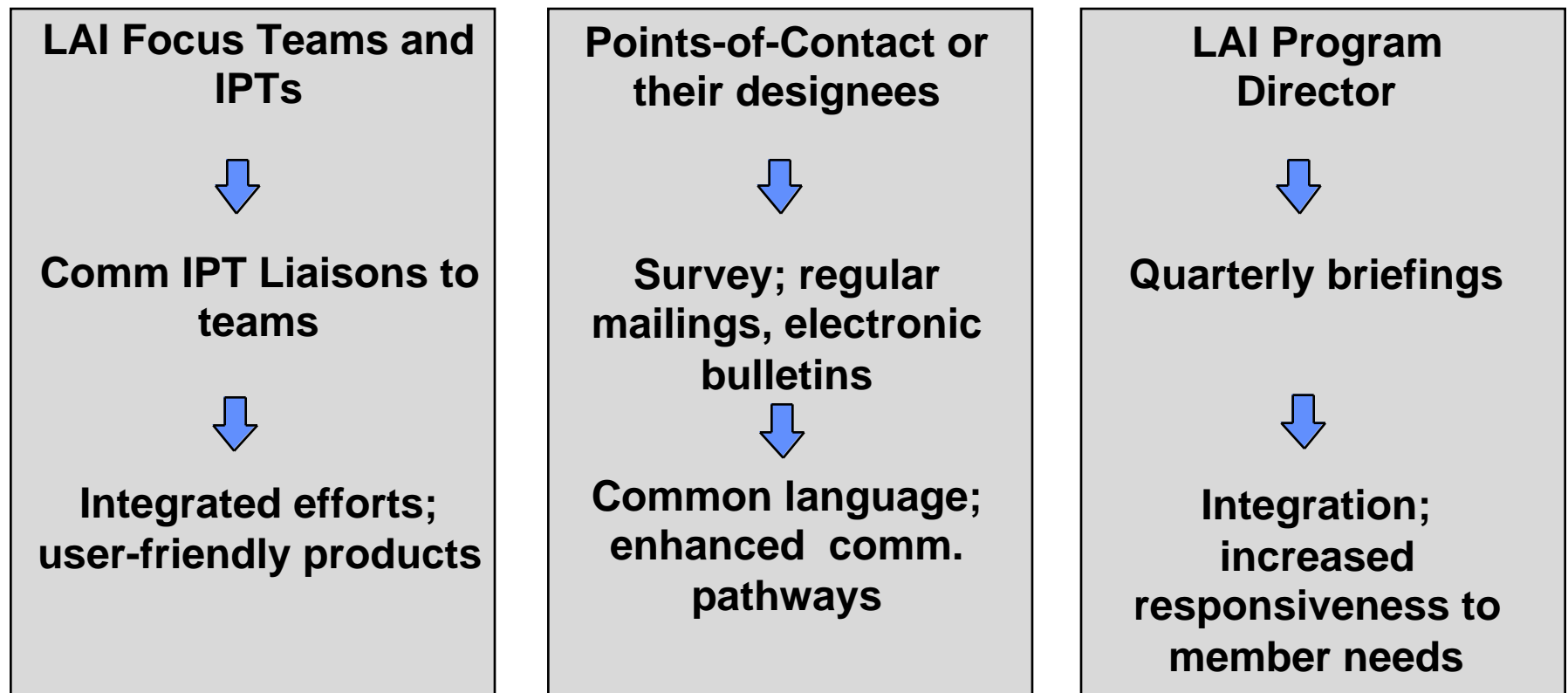
News You Can Use

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)**

Through collaboration and dialogue at multiple levels:



-
- **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**