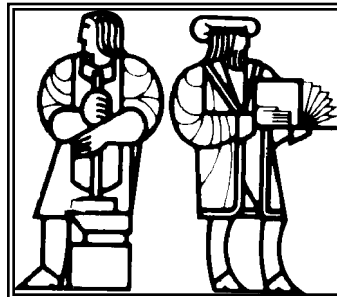


Lean Aircraft Initiative Plenary Workshop

Communications IPT



October 16, 1996

**Presented by:
Deneen Silviano
MIT**



Communications IPT

“Providing the common thread.”

Tell the Lai Story

**Extend and Enhance LAI’s
collaborative nature**

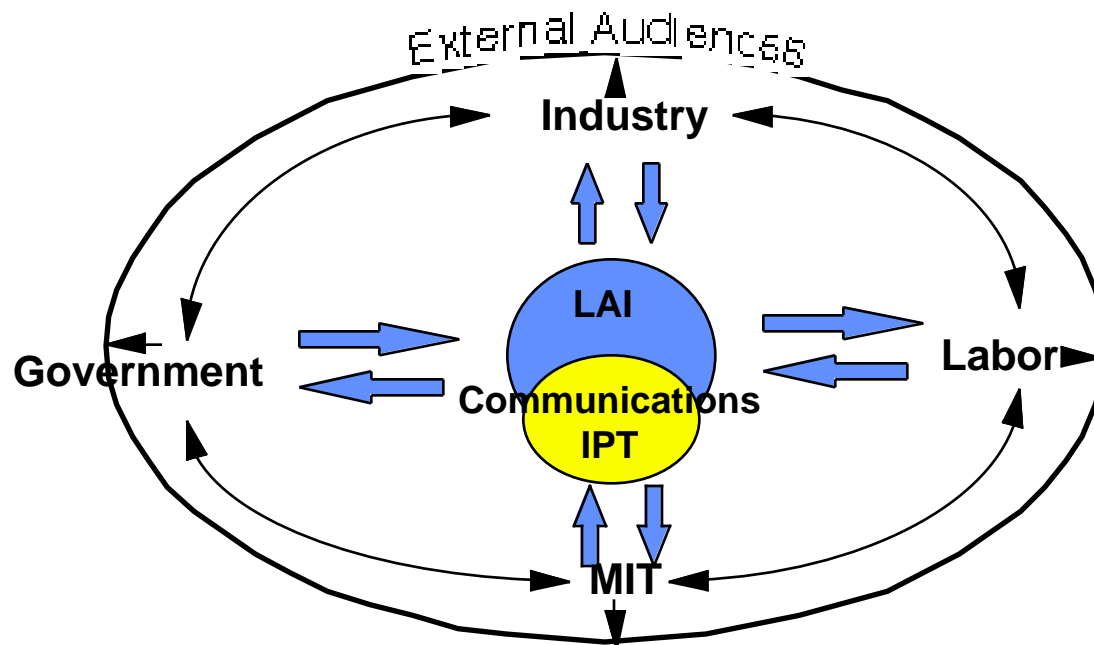
**Facilitate and enable
systemic change**

Providing a common sense approach:

- ▶ **Leadership**
- ▶ **Vision**
- ▶ **First-hand knowledge**

Goal

“Provide communications leadership to facilitate a shared vision of LAI and “lean” within the LAI community and among external constituencies.”



Multi-faceted communications to:

- improve information exchange, and extend and sustain the “lean” dialogue within the LAI community;
- create awareness and understanding of LAI and “lean” among external audiences.

The Communications Challenge

Answering the Why, Who, What, How, When:

- ▶ **Why communicate? (Goals)**
- ▶ **Who needs the information? (Audiences)**
- ▶ **What is the information? (Messages)**
- ▶ **How do we package it? (Products)**
- ▶ **When do we deliver it? (Timelines)**

In other words -- developing a plan.

Communication Opportunities

Including but not limited to:

- ▶ **Online discussions groups**
- ▶ **World Wide Web**
- ▶ **Intranet sites within member organizations**
- ▶ **Teleconferencing/ video-conferencing**
- ▶ **Speakers Bureau**
- ▶ **Media Relations**
- ▶ **LAI “Network News”**
- ▶ **Feature column in LEANAIR newsletter**
- ▶ **Video**

Communications IPT: Next Steps

- ▶ **Work with POC's to identify likely recruits including in-house communications/telecommunications professionals**
- ▶ **Confirm “co-leads” from government and industry**
- ▶ **Host first Communications IPT meeting Dec. 96- Jan. 97**