

# PRESS RELEASE

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## **Bizmanualz, Inc. Uses Lean Approach to Earn Certification to ISO 9001:2008 Quality Standard**

*Lean Visual Management System cuts through the paperwork typical of ISO 9001:2008 quality certifications.*

**St. Louis, Mo. — April 24, 2009** — Bizmanualz, Inc., a business strategy consulting and quality publishing company based in Clayton, Mo., today announced the successful certification to ISO 9001:2008 for the design, development, realization, and delivery of its policy and procedure publications, training courses, and [consulting services](#). The certification demonstrates the Bizmanualz commitment to continuously improve its ability to assist business owners achieve the growth they envision.

“We developed a Lean visual management approach to implementing our [Quality Management System](#) (QMS) to dispel the notion that an ISO system requires a lot of paperwork,” explained Chris Anderson, Bizmanualz, Inc. Managing Director. “Now we can show clients the benefits of a working ISO-compliant quality system using Lean visual techniques to streamline the operations, focus employees on the objectives, and reduce wasted efforts.”

Bizmanualz received its ISO 9001:2008 certification on April 10 from Platinum Registration, Inc. Auditor Colin Gray noted particular areas of excellence including Bizmanualz customer feedback, corrective action, and [internal communication methods](#), which involve morning staff meetings around the company’s “scoreboard”—a bulletin board listing the company’s main processes, projects, action items, and metrics. Mr. Gray also praised the Bizmanualz Internal Audit process, saying in his report that the company’s internal audits are “thorough, effective, and meaningful.”

With the new implementation, Dan Davison, Vice President of Sales and Marketing has noticed a difference, saying, “clients are seeing tighter project definition, project management, status reports, and budget forecasts by job for the coming weeks. Tracking tasks posted on the wall increase our communication’s effectiveness.”

ISO 9001:2008 is an internationally recognized QMS standard, which ISO Secretary General Rob Steele says has “an estimated one million users worldwide.” Certification is obtained through independent registrars that audit every aspect of a company’s QMS. Lean is a quality system approach that seeks improvement through the elimination of waste, a focus on the customer, and systems of visual management.

Bizmanualz has been at the forefront of deploying business best practices since 1995, delivering [Policies and Procedures publications](#), Lean ISO Quality Management Systems, and strategic marketing implementation services to help business owners achieve growth and expansion. Bizmanualz Policies and Procedures publications are available through Amazon.com or by calling 800-466-9953 (outside the U.S. call 314-863-5079); faxing 314-863-6571; e-mailing [sales@Bizmanualz.com](mailto:sales@Bizmanualz.com); or logging on to [www.Bizmanualz.com](http://www.Bizmanualz.com). Bizmanualz® is a registered trademark of Bizmanualz, Inc.