



Your Guide to ISO Certification

Introduction to ISO Certification

Worldwide, over [20 million businesses worldwide](#) have achieved ISO certification.

The ISO standard which organisations most commonly achieve compliance to is [ISO 9001](#), the international standard for quality management. Companies can also pursue compliance with standards like [ISO 45001](#) (Occupational Health and Safety), [ISO 14001](#) (Environmental) and [ISO 27001](#) (Information Security) just to name a few. Often, the choice is determined by the specific industry and customer expectations.

ISO standards can be seamlessly implemented simultaneously – as ‘integrated management systems’. This is because the Annex SL was standardised, so since 2015 all [ISO standards](#) follow the same set of clauses. Integrating similar requirements across standards translates into less documentation and duplication, and also makes keeping your systems up-to-date far less burdensome, time-consuming and expensive.

Understanding ISO Certification:

Motivations & Benefits

While your business may be eager to get compliant with a given ISO standard or set of standards, certification doesn't happen overnight. In most cases, companies wishing to DIY ISO compliance need to remain dedicated to their compliance goals for up to a year (and sometimes more for large/ complex organisations) before getting the outcome they set out to achieve.

That said, with a little preparation and research (and possibly intermittent support from an expert) it is possible to develop systems and processes which will achieve ISO certification in a way which immeasurably benefits a business and adds little if any burden of effort or documentation.

So, what makes ISO certification a justifiable objective, both financially and logistically, for businesses?

Some of the benefits that go hand-in-hand with compliance include:

- Improved credibility of product, service and/or brand as a whole;
- Reduced number of injuries and injury-related costs;
- Assurance that you're operating in accordance with any applicable legal requirements;
- Access to more business opportunities from customers that preference certified companies;
- Improved employee morale and productivity;
- Greater harmonisation and consistency across operations;
- Alleviation of clunky, out-dated and inefficient management systems;
- Improved communication capabilities;
- Improved risk management.

At the end of the day, reaching your compliance goals is a major investment of time and effort, and will likely impact staff across all levels of your organisation. Before taking any action, you need to be sure that your company is ready, able, and willing to take on this responsibility.

Core Steps to Becoming ISO Certified

1. Understand the ISO Standard

This may seem obvious but, prior to becoming ISO compliant, it's crucial that you understand the relevant ISO standards. By ensuring you comprehend the distinct requirements and what they mean for your business, you can avoid wasting time and resources on misguided, ineffective efforts.

Whether you speak with an experienced consultant or DIY, you'll benefit from researching prior to embarking on an ISO compliance project and reduce costly mistakes down the track. "Prevention is better than cure!". If you are intending to DIY, the first step is to purchase a copy of the standard and read it.

2. Conduct an Analysis of Your Systems

Before making any adjustments to your current processes, you'll need to conduct a gap analysis, risk analysis and review. This will give you a better idea of where your management systems are at now and what needs to be changed for you to meet your compliance goals.

By completing such assessments, you can pinpoint areas of improvement and create viable strategies that will address any issues accordingly.

3. Create a Plan

By this stage, you should have a pretty good idea of what action needs to be taken if you're going to become ISO compliant. Now, you'll need to use this information to develop a clear plan that will guide you towards certification success.

It can be helpful to seek the professional assistance of an expert consultant when constructing your plan. As someone with extensive experience helping businesses like yours achieve certification, they can make sure you're on the right track and don't end up going down rabbit holes. In addition to this, an ISO expert can provide you with an outside perspective and will likely come up with shortcuts and suggestions you're yet to contemplate.

With a comprehensive plan in place, you'll be well equipped to become (and stay) compliant.

4. Education is Key

You can construct an exceptional your plan, but if it isn't understood organisation-wide, you'll struggle to reach your certification goals.

Providing your employees with sufficient training and education is crucial, as it ensures that they have the skills and knowledge required to fulfil their position with ISO guidelines in mind.

When businesses are striving towards compliance, efforts need to be made across all organisational levels. Thus, it's not enough for admin, operations or top management to be the only people on board with the changes that need to be made.

If you want to instil a positive culture that will last, giving your staff access to relevant education and training are incredibly important. Training can be an online induction or course, or face to face. Whatever results in your staff being confident and competent, especially when the auditor arrives to ask them questions.

5. System Development

System development involves putting the requirements of the chosen ISO standard into action within your organisation's operations. This includes designing procedures, embedding practices into the organisational culture, monitoring performance, and continuously improving the system through corrective actions. This implementation ensures alignment with ISO standards, enhancing overall performance and compliance.

6. Audit and Review Performance

Once you've started integrating the changes detailed in your plan, regularly monitoring your progress towards your certification objectives is vital.

By conducting an ISO internal audit of your systems, you'll be able to determine the effectiveness of your plan and whether it needs to be adjusted or refined. In addition to this, frequently completing audits gives you the opportunity to assess whether your management system is maintainable.

By examining the ongoing success of your efforts, you can avoid investing time and resources in an approach that isn't working.

7. Become Certified

The final stage in achieving compliance involves getting in contact with a Registrar; also known as a Certification Body.

At this point, a qualified certification body auditor will complete both a Stage 1 (preparatory) and Stage 2 (deep-dive) certification audit that determines whether you're compliant with the relevant ISO guidelines.

Once they've examined your systems, the organisation they represent will either approve or decline your certification or may raise non-conformances you need to address to be certified. If you achieve certification, the certification will be for 3 years.

Of course, if you intend to stay ISO compliant, you will need to continue to maintain and audit your systems regularly.

Typically to retain certification you are audited by the certification body every year at a minimum (called a Sample or Surveillance audit). Then, every three years you undergo a recertification audit which checks your systems in detail before issuing you another certificate.

Common Certification Challenges and How to Overcome Them

Different Opinions

For an organisation to successfully achieve ISO certification, everyone across all business levels needs to work together harmoniously. Differing ideas across the team on how/whether it's worth it to become compliant can set a company back and make it more difficult to reach their objectives.

To overcome this, organisations need to be proactive, involving, and engaging employees in the process from the beginning, so they understand why the company is striving towards certification. This will also be central in helping staff recognise their role in change and how what they currently do will be positively impacted in the months to come.

Often, companies find getting an experienced consultant on their team helpful at this time. Consultants can remain a-political and achieve buy-in by demonstrating the benefits of ISO compliance for staff- compliance is only ONE of the benefits for a business. Clarity of roles, better communication with management, less duplication and busy work, better efficiency and so on are all benefits which will improve the morale and job satisfaction of your team.

Some of the other benefits of using a consultant to facilitate your project can include:

- Greater speed to achieve compliance (generally 1/3 to 1/4 of the time needed to DIY) and less chance of the project derailing due to operational considerations;
- More streamlined, low-document and low-burden compliance systems;
- Fewer pitfalls and wrong turns;
- Bringing greater clarity to an organisation's operations and how they could be more efficient;
- Improved communication organisation-wide;
- Improved ability to meet customers needs;
- Cost and waste savings.

Hiring the Wrong Consultant

Deciding which consultant is a good fit for your business can be difficult, and knowing what to look for isn't always obvious. Before you commit to a specific consultant, there are some key points to consider:

First you want to establish whether the consultant has worked with businesses like your own to implement management systems before. Have they helped organisations in your industry get certified with the standard you're looking to become compliant with?

If your potential consultant is inexperienced, they may lack the knowledge of compliance to see your project through to completion in a timely manner. If they lack industry knowledge they may miss key risks and opportunities for improvement which is a large part of the benefit of having an outside consultant help you with your ISO compliance. An untrained or old-fashioned consultant may over-document the standard's requirements in a bid to 'cover all bases', which again can be inefficient and impractical.

- Good: Has strong communication skills, is on the same page as you and works well with you and your team;
- Not good: Has a 'one size fits all' approach and doesn't take your business' distinct needs into account.

With all of this in mind, you may be tempted to use a template system and 'do it yourself' rather than hiring a consultant. But this can be more time consuming, while also leaving you more susceptible to a bloated, over-documented system and potentially costly mistakes and setbacks.

If you decide to go through the process of choosing a consultant, just remember not to take shortcuts, rush into a decision, or make a choice based purely on how much they charge, as this isn't always reflective of their quality of service.

Your Leaders Don't Take Charge

Strong leadership is fundamental in helping organisations drive real change and achieve certification. Top management needs to lead, setting a strong example for the rest of the company.

If management adopts a different set of expectations for themselves, fails to encourage and support staff in meeting certification goals and/or sends mixed messages – this will make achieving certification all the more difficult.

This starts with top management first ensuring they fully understand what the desired outcome is, what needs to be done to get there and their role in helping the company achieve this. Next, as mentioned, smooth implementation relies on management leading by example and communicating clearly and considerately with employees.

Appropriate Resources Aren't Allocated

Often, to help the business achieve certification, and especially if you DIY, employees will need to take on more responsibilities.

This can cause stress and unrest, with staff becoming time poor as they take on the weight of additional pressure in their role. These stresses are further amplified when suitable time and resources aren't allocated to support them during this time.

It's for this reason that management needs to ensure they're scoping out required resources at the start of the project, and that these are provided to employees in a timely manner.

Employees also need to feel comfortable, for instance, raising their hand to request additional resources if this becomes necessary. Using a consultant definitely reduces the input required from and pressure on the internal team, although of course they still need to be involved as they are the experts on your business.

Lack of Knowledge

Before working towards certification, you need a clear plan to guide your efforts. This is based on your understanding of where existing systems are at, where they need to be and how you're going to reach your goals.

Without this knowledge, you'll struggle to make progress, as your efforts may be somewhat misguided and disjointed. This will, inevitably, unnecessarily waste time, money and resources that could have been better allocated.

There are various ways to overcome this, such as the following:

- Reading the Standard(s) carefully and understanding the requirements;
- Conducting sufficient research before getting started, which may involve speaking with an ISO consultant who can provide you with expert advice and assistance, so you fully understand the certification requirements;
- Determining the core, important steps needed to achieve ISO certification and, respectively, developing a clear and systematic plan;
- Providing staff with sufficient training programs, all of which will keep them informed, focused and driven by purpose.

Systems Aren't Easily Maintainable

Central to ISO certification is the need for systems to be maintained once they have been developed. While implementing a 'quick fix' to get certification may seem like a reasonable option, it won't help you achieve long-term results and will inevitably cost you time and money as your team struggle to maintain and keep it up-to-date. The negative impact of this should NOT be underestimated.

Further, from the beginning, top management needs to clearly communicate the need for continued commitment to compliance and the importance of maintaining systems, preferably while emphasising how the business and the employees benefit from compliance and the changes that have been implemented.

Even once your compliant systems are in full swing, over time, employees may fail to continue following required processes and/or recording information that is vital in monitoring the ongoing performance of systems. New employees, in particular, need to be inducted and trained into the system to ensure it continues to operate organisation-wide.

This is a reason why systems need to be designed in a way that's intuitive and allows for staff to use common sense, with a minimum of extra paperwork.

In addition to this, businesses are encouraged to conduct regular audits of their systems, which in turn helps them identify and get on top of issues quickly. It can be a challenge to keep a team of people trained up and experienced enough to perform these audits in a way which will bring benefit to the business, but it is vital to do so both to get the most benefit from certification and to maintain your compliance status.

The most important antidote to all these challenges is to design a system in the first place which poses the lightest possible burden on staff and is as intuitive and easy to use as possible – following your existing processes as closely as possible to minimise the need for change, and all without adding a huge paperwork burden.

Template Systems vs Fully Customised Systems

If you're tossing up whether to use a template or fully customised system to achieve ISO certification there are a few important points to weigh up.

Why do Companies use Template Systems for ISO Certification?

Template systems are available for businesses to purchase online. They provide a ready-made framework for implementing the ISO requirements.

The Advantages of Template Systems

Compared to fully customising systems, template systems are a more budget-friendly option in the short term. In addition, if a company has employees who are experienced with working with ISO standard requirements, it can reduce the time and effort you'd put into creating a system from scratch. They are generally quicker to implement than a customised system.

The Downside of Template Systems

Despite their advantages, template systems come with limitations that mean they're not necessarily the best option for all businesses.

Firstly, template solutions tend to be more generic. While possible, customising templates often proves to be challenging and time-consuming unless you have experienced people within your business with an intricate understanding of ISO standard requirements, including which parts are compulsory and which can be discarded.

Template systems prioritise meeting ISO standards clause by clause but often overlook strategies that drive business growth and productivity. With ISO certification, a balanced approach that integrates ISO requirements into the broader context of company development is key to achieving lasting benefits.

In addition, templates are designed to cater to multiple industries, often leading to unnecessary paperwork, unlike customised systems that precisely align with your business, reducing documentation to what's essential for your specific industry.

While template systems offer convenience, they often lack vital elements unique to your business, particularly product, service delivery, and control. Relying solely on templates might lead to a system that doesn't fully match your business's intricacies.

Template systems also generally aren't designed with scalability and efficiency in mind, making long-term maintenance challenging. These systems might struggle to adapt as businesses grow, potentially requiring significant adjustments.

While templates can provide you with a decent "starting point" for ISO certification, this is only when they're used as an initial foundation that's then customised to align with your organisation's specific needs and intricacies.

It's also worth noting that template systems vary widely in the quality of their design. Generally, any template that is clause by clause for the standard is one to avoid. As is a one-size-fits-all. Industry specific can be a safer bet as long as it's not long-winded and over-documented. A red flag is a lot of long procedures or a long IMS Manual which contains the entire system.

Why Systems Fully Customised by a Consultant are Often Preferred for ISO Certification

1. Can Require Less Time, Money, and Effort

Template systems might appear simpler and more cost-effective initially, but they often demand greater ongoing maintenance.

Managing a heavily documented or ill-fitting management system stemming from templates takes more time, money, and effort. Fully customised systems tailored to your specific needs are leaner and easier to manage, leading to better efficiency and reduced long-term costs.

When you invest time and effort into developing customised systems, the aim is to build management frameworks that are robust and reliable. This establishes a strong foundation for compliance that can be seamlessly maintained over the long term.

When your business' needs evolve or there are updates to ISO standards and legislative requirements, with fully customised systems in place, you can have confidence in your organisation's ability to adapt and stay compliant with changing demands.

2. Tailored to Your Unique Business Needs

ISO compliance requirements vary depending on the nature of each business.

Instead of attempting to fit your unique operations into a template, a consultant takes a personalised approach.

ISO consultants can produce leaner, tighter systems because they know what's necessary to include and how to get the best efficiencies into workflows and system design, all while complying with the standard requirements. They craft customised processes that align with your existing practices, ensuring a seamless integration of ISO standards into your operations.

The outcome is low-burden systems tailored precisely to your business needs, offering a seamless blend of compliance and productivity.

3. You can be Confident that the Resulting System Will Pass the Audit

When it comes to ISO certification, opting for a consultant-led, fully customised system gives you the confidence that your system will ace the audit.

Templates lack the flexibility to consider your business's unique traits, which can result in gaps leading to non-compliance issues, potentially delaying certification by weeks or even months, often with additional costs for repeat audits.

Alternatively, a customised approach leaves no room for oversight. Consultants tailor the system to your specific needs, ensuring every aspect is covered. This thorough method provides assurance that corners haven't been cut, making the certification process smoother and more successful.

4. Takes the Pressure off Your Team

Another significant advantage of fully customised consultant-led systems is that it takes pressure off your team.

While your input is still crucial, all the decision-making and technical work is expertly managed by professionals. This means you don't have to struggle with making sense of templates or trying to make them fit your business and compliance needs. Your employees can stay focused on their usual tasks and main duties without the added challenge of dealing with templated systems.

This setup promotes smoother operations and lets everyone work more efficiently towards their goals.

Frequently Asked Questions

Should You Get ISO Certified?

ISO certification or compliance can be confusing to many organisations. The question about whether or not to get certification is a common one and should be justified on the return of investment you are likely to make as it can be a costly expense to establish and maintain.

Here are four questions to ask yourself to help you understand whether or not certification is right for your organisation.

1. How likely are you to win the tender for which you are getting certification and if you do, will the returns more than pay for the ongoing cost of certification?
2. How much difference is certification going to make to your competitiveness for tenders/ contracts in the future?
3. How many people in your industry are already certified? If it's none, then that may either be an opportunity or a warning. If no one is certified, maybe your customers aren't all that interested in certification. Do your research. Ask your customers if this matters to them. Ask prospects if certification would sway them to use your services instead of that of your competitors. What sort of certification matters in your industry: Quality, OHS, Environmental, or another?
4. And most importantly, what sort of management system is going to add the most benefit to YOUR operation in the long run. This crucial and often overlooked factor needs to be the driving force of your ISO project as it will build strong foundations for future growth and have a positive effect beyond just the next tender or contract.

How Long Will the Certification Process Take?

The answer is, it depends. However, if you are seeking external certification, you should note that auditors look for 2 to 3 months of records as evidence of the maturity of your business system. Therefore, as a bare minimum, once your system is set up you need to add at least two months onto that timeframe and preferably more to comfortably meet the audit requirements.

While the timeframe can vary for each organisation and their individual circumstances, in general you need to allow 6-12 months for development of your system if you DIY (depending on how many standards/ how many resources you allocate etc) or, if you use a consultant, approximately a third of that time.

How Much Does Setting Up an ISO-Compliant Management System Cost?

Setting up a management system requires a significant time and money investment. There are budget options available, from low to high, depending on time, interest, skill, and budget.

It is possible to achieve ISO compliance with a minimum of expenditure. However, as with many things, the way to save money is to DIY – and that means more time and effort is required which, for some businesses, will be costly. The overall cost will depend on the level of internal expertise and how easy it is to free up personnel to work on the project. You, as the business owner will generally be able to decide which is the best route to take.

A good indicator that DIY is a sensible approach is that you already have a capable and experienced person who can champion the project internally and who can be freed up at least one half a day a week for 6-12 months without significantly impacting on the core business.

Lowest Budget Option:

If you're really on a budget, it is probably tempting to go online and purchase a template.

However, in most cases, this is not something we would recommend. Templates, by their very nature, are generic and cannot possibly hope to cover every potential business model or industry type. What they do attempt to do is contain as many variables as possible within a compliant documented system which will pass the audit. Unfortunately, this often means that they are highly over documented, contain much information which is not relevant or necessary to your business, and will be lacking the key elements particularly around product, service delivery and control that are unique to your business.

So, while the upfront cost is minimal, unless you have experienced people within your organisation who know the requirements of the ISO standards very well, it may be a difficult and time-consuming task determining how to customise the template to suit your business and knowing which parts are compulsory and which can be discarded.

In almost all cases, templates are not designed with business growth and efficiency in mind but are structured purely around compliance to the standard. For this very reason, many template systems sit gathering dust until a few weeks before the audit when everyone rushes about and attempts to remember what they were supposed to have done to meet the requirements. It doesn't have to be this way.

If you are hell-bent on using a template, there are a couple of templates which we can discuss with you and recommend (with caution!). It will still require much work from your perspective as well as the time to understand what is required and to customise the template to fit your business. Be prepared that setting up the system yourself, with all the inevitable stops and starts when other priorities derail the project temporarily, will probably take up to 12 months to complete.

Mid Budget Option:

The next tier would be to invest in a comprehensive gap assessment of your system by a consultant including a full action plan of how to close out any gaps. Armed with this, and assuming you have capable people on site, (especially if you have anyone who has prior experience of setting up ISO systems), you can work through the action plan at relatively little cost, engaging with your consultant on an adhoc basis as required and have a compliance audit done once the system is complete to check nothing has been missed.

It is probably also advisable to have a couple of short visits from a qualified consultant throughout the project to ensure that you are on the right track. This will prevent expensive mistakes and rework. Be prepared for the fact that this option will probably take up to 12 months to complete. Getting consultant help at this level will typically start at \$7,500-\$10,000 depending on how compliant your system already is, how many standards you are implementing and how much help you enlist from the consultant. The advantage of this option is that if you get bogged down or super busy at any point, or the urgency of achieving certification suddenly goes up, you can switch to full support from the consultant to finish the project in a timely manner.

Time Poor/Higher Budget Option:

For those who have neither the time nor the interest to put into DIY or customising templates, the next budgetary level is to get a consultant to set up your system for you. There is an up-front expense associated with this, however, you have the reassurance of knowing that the resulting system will pass the audit in the timeframe you require and you significantly reduce the amount of time and effort your internal people need to spend.

If you choose a consultant who specialises in lean, document-light systems which are built on the way you already do business and what is working well, you may not need to make very many significant changes to what you are doing. Just tweak your systems here and there to bring your processes into compliance. Productivity is not affected to nearly the same degree and in general, the project is completed in a fraction of the time it would take to do it yourself.

You still need to devote about half a day a week to complete the tasks set by the consultant, but the project is generally completed within 3-4 months, depending on how much involvement your staff are able to have and how promptly they complete the tasks such as making decisions on business priorities and policies. You can expect the consultant only single system to cost from \$15,000 depending on the size of the organisation and the level of risk.

On another note, if you are intending on becoming compliant to more than one standard, it is MUCH more cost effective to implement a system which covers 2 or 3 standards at once. All the ISO standards have considerable overlap with each other, and so setting up 2 standards is generally only half as much again as a single system if you integrate them together. Don't let anyone tell you that you need separate systems – this is both costly and inefficient.

So, there you have it; 3 tiers depending on your time, level of interest and skill and budget.

What Should You Consider When Choosing an ISO Consultant?

When deciding which ISO consultant will be the best fit for your business, make sure to consider the following:

- **Experience:** Choose experienced consultants who know ISO standards inside out and have worked on projects like yours.
- **Reputation:** Research their reputation through reviews and referrals.
- **Communication:** Prioritise consultants who communicate well and collaborate effectively.
- **Customisation:** Look for a tailored approach that fits your business.
- **Cost:** Ensure their pricing aligns with your budget and is realistic for their service.
- **Support:** Confirm whether they provide ongoing support as your systems and requirements evolve.
- **Technology:** Opt for consultants familiar with modern cloud-based systems.

How Can You Market Your ISO Certification?

If you have gained your ISO certification, you have reached an internationally recognised standard of excellence – no mean feat. However, are you really getting the full marketing potential out of all your investment and hard work? You have the edge over un-certified businesses, so the promotion of your certification status should be a key part of your marketing strategy.

The key to getting the best marketing ROI from your certification is both visibility and helping your clients understand the significance of the certification you have gained and how it will benefit them. If all you've done so far is hang the certificate on the wall and use the logo on your marketing materials, you are really missing out on some key returns on your investment.

You can get SO much more leverage out of your certification by implementing a few simple strategies. And don't worry that you got your certification years ago. All of these strategies can be implemented either right now or directly after any certification audit and will increase the marketing benefit you receive many times over.

You should be doing these as a minimum:

1. **Display the certificate:** Most organisations know to hang their certificate in the reception area or add it to their signage on the building. However, an underused and powerful strategy is to exhibit the certification mark on uniforms, exhibition stands or your corporate vehicles. You can encourage your sales staff to carry the certificate in their portfolio and add the logo to their name badges.
2. **Use the logo offline:** This is the second most common strategy companies use. However, also consider putting the certification mark on ALL your printed materials such as letterheads, stationary, business cards, flyers, handouts, and other literature.

3. Use the logo online: Similarly, it makes sense to include the certification mark on the home page of your website at the very least. You can also add it to your website headers, digital banners, and downloadable materials.

Just a note of caution: before you rush off and start adding the certification mark everywhere, remember that there are specific rules regarding its use- stipulated by the certification body.

Using it incorrectly is an offence. For example:

- Use the complete name of your certification, such as ISO 9001:2015
- Some certification bodies also require you to include your certification number on the logo.
- Use the logo or mark that your certification body has given you, and according to its instructions and limitations and don't make any alterations.
- Be clear that the certification applies to your business management system, NOT your products unless they have been specifically certified.
- Do not claim certification for any part of your business system or products outside the scope of your actual certification.

4. Company description: Include the mark as part of your company description in materials such as tender documents. Be sure to include a statement about your certification, the standards you have achieved and list the benefits for your potential clients. Now to some other powerful and lesser-known strategies....

5. Email signatures: Usually overlooked, this little piece of prime real estate is begging for your attention. Your clients will read the signature so make sure it tells them you are certified. It really adds to your credibility.

6. Press release: A press release is a very powerful and little used tool for promoting your business. By writing a short description of the process you went through and all the benefits you are now able to offer customers as a result, you can raise your profile dramatically and gain exposure to new customers with very little effort.

Write a press release and send it to your local papers and industry magazines and industry bodies. You can even promote your press release online through a media distribution channel like PRWire.

7. Blog: Create a blog post celebrating your certification. Explain what it means and what standards your business has met in order to qualify. Include the certification symbol so your clients learn to recognise it. Above all, explain how it affects the way you care for your clients – what's in it for them.

8. Newsletter: Successful certification is a wonderful piece of news to share with your readers. They subscribe because they are already interested in what you offer. Your ISO certification might be all they need to see to convert them from readers into clients.

9. Social media: A tweet here and a post there... Use every platform you have to spread the word. Social media is a great place to start because your message can be easily read and shared by your clients. It's a simple way to share such important news.

10. The most important thing to do is to tell people about this great achievement and teach them why and how it is going to benefit them. That's what will encourage them to choose your business over another.

Achieving ISO certification is impressive. Make the most of it.

Take the First Step Towards ISO Certification

If you're ready to take the next step towards achieving ISO certification, get in touch with our team of experienced consultants. We have expertise across a wide range of industries developing lean, low burden systems complying with ISO standards such as ISO 9001, ISO 45001, ISO 14001, and ISO 27001.

[Contact us](#) today and find out how our team can help you achieve your business' compliance goals.



Get in touch with our team

Phone: 1300 132 745

Email: support@icsconsulting.com.au

Website: <https://icsconsulting.com.au/contact/>