

**Episode 250****Justeen Kirk**

Founder &amp; CEO, ISO Matters

## From Burnout to Business Systems: How Justeen Kirk Built ISO Matters

Justeen Kirk, Founder and CEO of [ISO Matters](#), joins host [Anthony Sapountzis](#) on the [DevReady Podcast](#) to share her mission of making quality systems accessible, scalable, and practical for small businesses. Based in Wagga Wagga, ISO Matters helps business owners build clarity and confidence through better systems, whether they need to define a single process or pursue full ISO certification. Justeen, who has over two decades of experience across government and private sectors, is passionate about equipping businesses with fit-for-purpose solutions that align with how they already operate. With new offerings, including a hands-on 12-week systemisation program and an AI-powered tool designed to generate custom quality management systems, Justeen is on a mission to level the playing field and redefine what quality looks like for growing businesses.

In a refreshingly honest and inspiring conversation, Justeen opens up about the unexpected circumstances that led to the founding of ISO Matters. After losing her job under difficult circumstances and with no immediate career prospects, she took a leap of faith, backed only by the savings from selling her house and a heartfelt LinkedIn post that secured her first client. Justeen candidly reflects on her early missteps like choosing a placeholder business name and offering services to anyone and everyone but these lessons became the foundation of her current philosophy: to help other small businesses avoid chaos and build confidence through structured, meaningful systems.

Throughout the episode, Justeen and Anthony explore the challenges and burnout that come from trying to do everything as a solo founder, especially during the height of the COVID pandemic. From juggling home schooling and managing geographically dispersed teams to ultimately stepping away from leadership, Justeen shares how those struggles became a catalyst for building a business that empowers others. They also delve into the complex world of marketing what Justeen jokingly calls “voodoo” and the deep divide between process-driven thinking and creative content development. It’s a relatable conversation for anyone navigating the demands of modern entrepreneurship.

On the operational side, Justeen explains how businesses can simplify process mapping by focusing first on service delivery, the “bullseye” of every business and working outward. With practical tools like Loom and Scribe, she demonstrates how documenting processes doesn’t have to be time-consuming or overwhelming. More importantly, she underscores the importance of involving the entire team in building these systems to ensure engagement, clarity, and a culture of continuous improvement. The payoff? Saved time, reduced stress, and potentially tens of thousands in operational value.

Rounding out the conversation, Justeen makes a compelling case for integrating ISO-based quality management systems, even without formal certification. By adopting the core principles of ISO and tailoring them to suit each unique business, owners can gain structure, visibility, and long-term scalability without bloated costs. She introduces her latest initiative, an AI-powered tool built on her consulting expertise which aims to replace generic, one-size-fits-none templates with dynamic, contextualised systems. It’s a game-changing vision for small businesses ready to scale without compromising on quality.

## Topics Covered

- Justeen’s journey from job loss to founding ISO Matters
- The challenges of leading through COVID and stepping away from burnout
- Early startup mistakes and lessons learned
- The value of systems and process mapping in small businesses
- Why documentation doesn’t have to be time-consuming or complex
- Building a culture of accountability and continuous improvement
- ISO certification vs. ISO-aligned quality management systems
- How AI can support affordable, tailored systems for small businesses
- Making process-building collaborative, scalable, and sustainable


## Important Time Stamps

- ISO on a Budget? Justeen’s AI-Driven Solution Has You Covered (0:07 – 2:12)
- Bumper Bowling for Business: Why Systems Are Your Safety Net (2:13 – 8:41)
- Why This Leader Quit Her Role Mid-COVID (And Doesn’t Regret It) (8:42 – 12:26)
- Don’t Overengineer It: The Art of Practical Process Design (12:27 – 17:24)
- The \$17K Secret: How Just 15 Minutes Can Save Your Business Thousands (17:25 – 27:20)
- Why Every Process Problem Is a Business Growth Opportunity (27:21 – 31:14)
- Don’t Let ISO Run You—Make It Fit Your Business (31:15 – 37:04)
- The Future of ISO Compliance? Tailored, AI-Powered, and Affordable (37:05 – 41:04)

## Useful Links

[Justeen Kirk | LinkedIn](#)[ISO Matters | LinkedIn](#)[ISO Matters | Website](#)

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