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Decatur, AL – An article, “A Continual Improvement Process That Really Works” by Davis Woodruff, PE, CMC, was featured in the July issue of *Hydrocarbon Processing* magazine published by Gulf Publishing, Houston, TX . Mr. Woodruff, an internationally recognized consultant, speaker and author is the founder and President of Management Methods, Inc. a management consulting firm based in Decatur, AL

The July 2009 issue of *Hydrocarbon Processing* magazine features an article titled “A Continual Improvement Process That Really Works” by Davis M. Woodruff, PE, CMC, the President of Management Methods, Inc. based in Decatur, AL. Mr. Woodruff is a recognized management expert who shows companies how to be the low cost, high quality, environmentally responsible leader in their industry. His most recent article focuses on taking care of basics that can help a company move from a bureaucratic quagmire to a simple continual improvement process that yields measurable results.

Continual Improvement (CI) can be defined as making changes in processes or systems to improve the ability to fulfill requirements. An effective CI process is simply an organized approach to upgrading processes and reaping rewards. In many businesses today the leadership teams are frustrated by bureaucratic approaches that are not yielding the desired results.

In this article, Mr. Woodruff focuses on the five components of a simple and effective Continual Improvement Process: 1) Take care of the basics, 2) Focus on the processes, 3) Eliminate waste, 4) Get it done with teams and 5) Measure the results. In each of these five areas he presents simple methods for continual process improvement. To achieve the maximum results from a CI process, leaders must pay attention to needs, communicate openly and readily, say ‘thank you,’ discipline when necessary and above all, be honest with employees, according to Mr. Woodruff.

Hydrocarbon Processing is a monthly publication of Gulf Publishing, Houston, TX and targets the hydrocarbon processing industries which include petroleum, chemicals, refining and service industries.

Management Methods, Inc. is a management consulting firm founded by Davis Woodruff in 1984 and specializes in showing companies how to be the low cost, high quality, environmentally responsible leader in their industry. Davis M. Woodruff is a certified management consultant (CMC), professional engineer (PE), speaker and author. He is the author of **Taking Care of the Basics, 101 Success Factors for Managers, an e-book, Managing Green to Save \$\$Green\$\$: An energy management process that works,** and over three dozen internationally published articles including articles in the prestigious **Encyclopedia of Chemical Engineering**. He has served clients in 35 states and on 3 continents in the past 25 years.

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