



**FOR IMMEDIATE RELEASE**

**Pink Elephant One Of Six Founding Members Of New  
Lean IT Association**

*New Industry Body, Lean IT Association, Launched Today.*

**Burlington, ON – March 3, 2015** – Pink Elephant announces its participation in a consortium of six leading IT training and certification organizations who have collaborated on the launch of a new industry body – the Lean IT Association (LITA).

In recent years there has been a proliferation of new frameworks, standards and certifications to assist organizations to efficiently and effectively organize IT resources to deliver valuable IT services and enable business objectives. LITA has the aim of promoting the application of Lean practices within those areas to help organizations expedite changes and improvements while reducing waste and thereby optimizing value.

LITA, a not-for-profit, was founded by EXIN, APMG, PEOPLECERT, Quint, ITpreneurs and Pink Elephant, each with a strong track record of providing professional development services in the areas of IT service management and other closely related disciplines.

“At Pink Elephant we’re excited and proud to be part of this new venture,” said David Ratcliffe, President of Pink Elephant. “Through the Lean IT Association we’re committed to helping our customer organizations leverage the benefits of Lean thinking when it’s applied to the IT service management best practices we’ve been promoting for so long.”

One of the primary vehicles LITA will use to promote “Lean IT” is a new four-level education and certification program, beginning with a “Lean IT Foundation Certificate”, available immediately. Later in 2015 there will be additional and more advanced education and certification programs focused on:

- Lean IT Kaizen Lead
- Lean IT Coach
- Lean IT Leadership

More details will be made available in the coming weeks.

## **About Pink Elephant**

With a pioneering 30 year history, Pink Elephant is a global leader in IT Service Management education, consulting and conferences. Pink Elephant also offers a vast array of products and services, such as business simulation workshops and online implementation tools, to help CIOs and IT organizations meet business goals.

For more information and to check out our full list of products and services, visit [pinkelephant.com](http://pinkelephant.com) and follow Pink Elephant on Twitter: [@theitilexperts](https://twitter.com/theitilexperts)

## **About The Lean IT Association**

Lean IT Association (LITA) is a non-profit organization founded by three Accredited Training Organizations (ATOs) – ITpreneurs, Pink Elephant, Quint and three Examination Institutes (EIs) – APMG, EXIN, PEOPLECERT International Ltd.

To realize its broader purpose LITA aims to provide:

- An industry-standard set of Lean IT reference materials and other resources for practitioner organizations to use
- A clear understanding of the value and positioning of Lean IT relative to other bodies of knowledge, frameworks and standards
- A certification scheme aimed at practitioner organizations looking to adopt Lean IT principles in the IT Service development and operations department as well as professionals that want to be certified in Lean IT on various levels

To learn more about the Lean IT Association and their certifications, visit their website at: [www.leanitassociation.com](http://www.leanitassociation.com).

## **Pink Elephant contact:**

Stephany Dancy  
Marketing Department  
Pink Elephant  
Phone: 905-331-5060 Ext. 441  
Toll free: 1-888-273-7465  
Email: [s.dancy@pinkelephant.com](mailto:s.dancy@pinkelephant.com)

ITIL® is a registered trade mark of AXELOS Limited.

###