

# Kellie Murkley's Woman Owned Business Article Interview

## PRODUCTS AND SERVICES

Manage It, Inc. is a 100% woman owned commercial cleaning company that cleans for health. This means we not only use environmentally safe products that protect our environment but we also clean our facilities in a method that doesn't threaten the health of our employees or building occupants. We satisfy our client's commercial cleaning needs, hard floor surface care, carpet care as well as maintaining a customized program that is tailor fit for their wants and needs. We also provide our clients with high quality, environmentally safe products as well as recycled products when available. We work each business day keeping true to our mission in that we vow to be an environmentally conscious commercial cleaning company that continues to share our vision with our clients, employees as well as vendors in our industry.

## EXECUTIVE SUMMARY

Kellie A. Murkley President/CEO of Manage It, Inc. brings to the company a background of entrepreneurial spirit. She is a woman whom was raised by both parents that owned their own businesses and whom taught her in the school of life and lead by example. Raised in a home based on family values and spirit Kellie was encouraged at a young age to inspire to own her own business. She has a background in graphic arts and advertising as well as a license in cosmetology. Being a hairdresser she toned her communication and listening skills thus enabling her to excel easily in sales, closing the sale as well as following thru on the client's needs and wants. In advertising she learned how to design and execute her own brochures, business cards, letterhead, and any other business material as well as being able to design and print the companies own internal newsletter. Surrounding herself with individuals that are self made in business she has learned that adversity, drive, ambition, self discipline, tenacity, good values and sticking to your vision will get you just where you need to be in this world.

## VISION

Our vision is to make a difference in the lives of others by representing a company based on the commitment to be a high performance team recognized as a leader in customer satisfaction, employee development, community involvement and dedication to improving the environment in which we live. We strive to support, educate and lead our team members to be everything they want to be in life. We encourage our team members take advantage of the resources that our company has to help them be better citizens, friends, mothers, sisters, wives and team members to others in the community as well as those they work within our company.

## CHOICE

I always wanted to own my own business from an early age but decided to continue my education until an opportunity presented itself. Our company was founded with Irish luck and lots of hard work. I had a hair client that became handicap and needed someone to help with her home and children. Because the tasks would vary week to week she found it challenging to find someone to fit her family's needs. Helping her make good out of a bad situation was so rewarding that I knew helping people was ultimately what I was doing. From this I met other people that were frustrated with the quality of cleaning companies available for hire and frustrated with the conditions of their buildings. On the other end I had friends that were either moms or didn't have a college education and were looking for work that paid well. With this it also gave them the flexibility of being home with their child during the day and work at night. This was the inspiration...I just wanted to help people and in the process developed a successful company.

## INSPIRATION

Helping others is what founded our company and is what continues to drive our daily actions. We are a company not fueled by the dollar, although we respect the financial responsibility and what it can do to help our team members and our society as a whole. It is rewarding to go to work knowing that by our actions we are making the lives of so many easier. Our clients know that their buildings are clean and sanitized because we take a holistic approach to our cleaning and helping our environment in the process with environmentally safe products. We satisfy our customers with integrity, respect, 24/7 support and teamwork. Our team members on the other hand (employees) are part of a company that has financial security, growth and advancement from within, support to their families whether it be financial, emotional or physical, work perks programs, bonuses, gratitude and thanks from their company. We remember every day who it is that is working to help our company grow and each evening when we speak to them we thank them for their efforts and wish them all a wonderful night. We also support our team members with an internal newsletter and spotlight individuals and or groups that have excelled in their jobs and are rewarded in print and with financial gratitude. In our industry we understand that when we obtain a client we become part of that business and its success we also understand that the people that represent our company are part of our company's success and growth and are thankful every day. We run a family business...when your hired we welcome you to our family and expect everyone to follow thru with those family values towards each other. It isn't how many companies run but it's the way we fell is best for our company...this is what inspires me to go to the job that I love every day...helping others get the most out of their lives...knowing I make a difference in this world in which we live.

## SOCIAL CONSCIOUSNESS

Because we are a green company that cleans for health we support local and national companies that have the same values we represent. Manage It, Inc. is a supporter of the American Cancer Society, American Diabetes Association, Wilderness Foundation, Humane Society and In Care Of Cats. We also have adopted solders and once a month collect items from our employees they donate from a list then Manage It, Inc. as a company matches the collection plus pays for the shipping. We also write letters to of thanks and wish them a safe return home.

## CULTURE

Our company's total commitment to be a high performance team recognized as a leader in customer service, customer satisfaction, employee development and community involvement. We run our business with integrity, loyalty, commitment, friendship, training, education, teamwork and remembering to say those two little words overlooked too often...THANK YOU. We believe in supporting women by offering above average wages, time off when needed, support emotionally and financially if needed as well. We run our business with respect to one another and to be there as a family when they need one.

## STORIES OF SUCCESS

Within the past year we have obtained new contracts with the University Of Pittsburgh Medical Centers in the Pittsburgh area. Being based out of Pittsburgh medical cleaning is essential and in high demand. We are proud to represent this company and are grateful for the opportunities they have given us for growth. Our direct supervisor has expresses on numerous occasions how pleased they are that we have joined their team because of our accuracy and reaction time. She knows that when she needs anything done we will handle it directly. Problems do arise however the manner in which they are handled speaks louder than words. We have a 24/7 company and can react to any situation within hours. It is such a satisfying feeling to know that our client can say that she no longer has worries about these buildings in which we maintain for her... ..our mission of helping others continues which is a huge success for our company and just another example of leading by example.

## PLANS FOR SUSTAINABILITY AND GROWTH

On a daily basis I work to improve my skills as a leader. I am in the process of taking a strategic planning class as well as working on my certification. As a woman owned business being certified will open many doors of opportunities for us. I have started writing the certification and hope to finish it by the end of June, 2007. At that time I will submit my certification and get on bid lists for the state as well as other healthcare supplier lists in our area. As I said previously I am interested in joining networking groups to not only meet new people but to also learn from other businesses solid examples of how they run their business. I am still going to do this whether or not we are awarded the grant because it is a valuable resource and tool to grow our company. I also participate in teleclasses and lectures through Seton Hill University which help me learn new skills, tone the ones I have and become a better leader to my team.

## ADDITIONAL INFORMATION:

"Life is a succession of moments. To live each one is to succeed" this is posted in my office and read daily to continue to keep me focused. Today I am grateful for the life I have created although it wasn't easy. The past two years have tested my favorite quote a few times...my husband of ten years and I separated, he passed away 8 months later. May 21, 2006 was the two year anniversary of his death and it's getting easier...he would be so proud of me and where this company is today. I am now involved with a wonderful man...who has showed me how to laugh again, relax, enjoy life and embrace each day with a smile in my heart. Everyone has their adversities however how we overcome them and move forward is a feature of their character. I am a woman of character, I am strong, I am smart, I am resourceful, I am a leader in my community and I am loved by many...this is my greatest triumph. Yehuda Amichai once said "Behind all this, some great happiness is hiding" you know they were right!