

YOUR2iC + spicyweb®

Business Improvement for Growth

This rapidly growing business needed process and perspective to thrive. **Your2iC made small, impactful business changes, providing a platform to take the whole business on a journey of growth.**

The Challenge

Spicy Web, a Melbourne Digital Design & Marketing agency, was in a period of growth. They'd doubled in size within a year. The time-poor GM knew the importance of good process but needed help.

After a 'butchers paper' session with the Founder & GM, some key areas of improvement were identified:

- Lack of clarity on internal company structure;
- Company processes and systems hadn't kept up with growth
- They needed a way to capture the companies IP;
- A way to engage with employees to bring them on the journey of change and growth;
- Someone to act as mentor for the GM and business throughout the changes.



Small, Tailored Solutions to create Big, Impactful Improvements

At Your2iC, our mission is to create structure that enables clarity, accountability, and communication. To do so, we worked with Spicy Web General Manager, Ryan Stannage to:

- ✔ Implement a dedicated application to clearly and efficiently document all company processes giving the whole business clarity without creating issues or additional work.
- ✔ Bring the entire Spicy Web team on the journey. Your2iC developed an engagement plan that helped the employees get up to speed with a new way of operating, giving the General Manager a helping hand in staff engagement.
- ✔ Help Spicy Web gain clarity on their current processes and structure to better understand where there was a clear need for change.

The current General Manager was aware of the changes that needed to be made, but needed someone to mentor the business through them seamlessly and carefully whilst not causing too much interruption to the momentum of the business.

Our presence as an expert 'outsider' meant the team engaged in the change faster

"We've onboarded four people since completing the project with Your2iC and the process has been seamless. Our newest recruits have a very clear idea of what's expected of them."

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"Your 2iC gave us the guidance, structure, and support we needed to simplify our processes and bring new team members on board smoothly, making our growth more sustainable and creating clarity for everyone."