

# YOUR2iC + ACCOMPLICE **MEDIA**

## Turning Growth Pains into Gains

Sales were booming, but delivery and operations were struggling to keep up.

**Your2iC helped to scale up the business effectively.**

### The Challenge

Accomplice Media, Melbourne's leading construction videography company, introduced a popular subscription model for delivering their services to clients.

**This boosted their sales but exposed gaps involving:**

- ⊗ A lack of visibility on cash flow
- ⊗ Project management problems & scope creep
- ⊗ Recruitment challenges due to lack of HR function and accountability
- ⊗ A lack of visibility and clarity
- ⊗ Key person risk, as project information was centralised in the Director, who always had to communicate them to the team



# A Tailored Solution That Drove Significant Business Outcomes

At Your2iC, our mission is to create structure that enables clarity, accountability, and communication. To do so, we worked with the Accomplice Media Director, Chris Morgan to:

- ✓ Fine-tune the subscription offering to ensure scope creep was eliminated from day-to-day operations.
- ✓ Introduce a project management app for greater visibility across the business. Projects became easier to deliver as there was now a structured framework, along with processes and procedures for the team to follow. It also stopped projects bottlenecking with Chris as it removed the need for him to personally communicate project information.

**A key component of the process was measuring success with our business scorecard.**

This helped Chris monitor cash flow and the drivers that impacted cash flow. And as a result, he gained confidence to make more strategic decisions, including adding team members.

## THE OVERALL OUTCOME

**The business was able to scale its operations to meet the growing demand.**

## Accomplice Media: **Excited to Bring Business to the Next Level**

“Your2iC brought accountability to our business – setting clear objectives for the business as a whole and for each individual role. We know our numbers far clearer now, and those numbers allow us to make far more calculated decisions. This gives everyone involved a lot more confidence in the business.”