

CASE STUDY SMALL BUSINESS SPOTLIGHT

Small local businesses share their challenges and the steps they took to ensure their business remains relevant and successful in an ever-changing environment.



OVERVIEW

Cyrius Media Group is a specialist digital creative agency based in West Ryde, NSW. Owner and Creative Director, Stefan Sojka is increasingly seeing the benefit and ultimately the success of collaborating with complementary organisations and harnessing the power of local to resolve his small business needs.

CHALLENGE

“I was wearing too many hats!”

Stefan knew he needed to create an overall plan and strategy for his agency but was finding it increasingly difficult to deal with both the day-to-day management of the business and in fulfilling his key role as creative director.

Ironically, Stefan’s ‘do almost everything’ approach was actually holding the business back. He identified three key areas of improvement to kickstart business growth:



Foster a positive work culture



Attract and recruit great (local) people



Implement project and administrative efficiencies

As part of the process, Stefan undertook an online talent assessment to help him identify his natural strengths. It confirmed his suspicions.

“I needed to find a methodical, process-driven Yin to my creative Yang!”



Pictured: Stefan Sojka, Founder - Cyrius Media Group.

ABOUT

Founded in 2007, Cyrius Media Group currently has four employees and a large team of contractors to deliver on the digital creative needs of their growing client base.

With the business needing to make some immediate changes following the easing of COVID-19 restrictions in 2021, Stefan realised that he was taking on too much of the project management and everyday business administration.



PROCESS

Stefan points out that the City of Ryde's support via the MAP Institute¹ scholarship program was pivotal in kickstarting the process.

"After attending the program, I began assessing, questioning and rethinking many aspects of the business."

By recognising the longer term business needs for success, Stefan was able to move forward to determine an appropriate solution. Part of that involved harnessing the power of complementary local organisations, local memberships and securing local talent.

"We do a lot of business activity and networking in the immediate area, so I knew I needed to employ a local," says Stefan.

SOLUTION

He reached out to the administrators of the Ryde District Mums Facebook Page to place a job ad. His connection with the mother's group came from his involvement in creating a series of local community events that were also advertised through the same Facebook group and supported by Council – all of these touch points show just how powerful local connections can be in delivering positive results.

"Sometimes you've got to advertise local to get local!"

Within a matter of weeks, he had found the perfect candidate to be his project manager, someone who had a great depth of experience working with creative agencies, an artistic background and those crucial business development and administrative skills.

"Once I recruited the right person, it clicked very quickly."

¹A highly interactive business mentoring program designed to bring the benefits and power of boardroom diversity to a growing business to enhance certainty, generate consistency and inspire innovation.

RESULTS

Stefan says that the business is undergoing a "complete transformation" as a result of onboarding a new team member and repositioning himself as the creative director and MD.

"Changing my thinking to having more 'role specificity' has completely transformed the business in the first nine months of this appointment. I have been more available to the business and my team. Our projects are now more controlled, clients better serviced and I am now able to focus on what I do best; imagining the future, communication, activation, strategy and ideation."

Stefan is quick to point out that this simple change has more than covered the cost of bringing on a new team member. In fact, the calibre of applicant was so strong, he created two new roles to tap into the local talent.

"Productivity is up and the team is more energised. Everything runs smoothly and we are rapidly shifting into a strong business development and growth phase."

"After attending the program, I began assessing, questioning and rethinking many aspects of the business."

FUTURE PLAN

"Freeing myself from the tasks that were not my strengths has given me a new lease of life."

Stefan now spends significantly more time planning for the future, and finding more ways to thrive in the business and in his personal spheres of influence. With a renewed focus and a strong team to manage the day-to-day operations, Stefan has commenced his own brand refresh project with a view to relaunch the Cyrius Media Group in the second half of 2022.



MEET THE FOUNDER

Scan the QR code to hear from the business founder of this case study – Stefan Sojka, Cyrius Media Group.