

Strategic Growth in Action Harnessing Strategy to Drive Success with DI Sign Group Case Study

On 13 March 2025, DI Sign Group partnered with Outsource Resource for a one-day growth strategy workshop, aimed at refining their approach to market positioning, competitive differentiation, and long-term business strategy.

Recognising the evolving challenges and opportunities within the signage industry, DI Sign Group engaged Outsource Resource to bring fresh perspectives and structured frameworks to strengthen their strategic direction.

The workshop commenced with an exploration of market challenges, highlighting short-term economic downturns, rising material and labour costs, and increasing sustainability requirements.

The Market Overview and Competitive Analysis activities enabled DI Sign Group to evaluate their market position, identify competitors, and uncover strategic opportunities for differentiation.

A detailed questionnaire review provided insight into key operational challenges, including cash flow, profitability tracking, and customer retention strategies.

The Competitive Advantage and Key Customer discussions helped refine DI Sign Group's approach to targeting high-value clients while ensuring sustainable growth.

By the end of the workshop, participants were assigned Key Responsibilities — critical business priorities for the next four weeks—to ensure the workshop's insights translated into practical, measurable actions. The session concluded with a structured follow-up plan, designed to support implementation and accountability.

With an organised approach and tailored strategic insights, Outsource Resource aligned DI Sign Group with practical tools and frameworks to refine their strategy, enhance execution, and drive ongoing business growth well beyond the workshop.



*Cameron McLean – Managing Director
DI Sign Group*

It's always a great experience having a coach or mentor come into your business with fresh eyes and a different outlook on things.

It's very rare however to have someone with direct knowledge of the signage industry and years of manufacturing and business day to day experience sit with you and go through the operations of your business.

Wayne is personable and easy to communicate with and has direct knowledge of the challenges of our industry, which you just don't find with other mentors and coaches.

This allows you to quickly analyse and focus on clear strengths and weaknesses as well as create a focus point or market edge.

We feel the time spent with Wayne was invaluable and look forward to spending further time with him in the future.