



WRDI - The Business

Workplace Relationship Development Indicator Institute ('WRDI'), is an Australian based company, established in 1986 by the husband and wife team of Colin and Jan Beames.

Operating within the Human Resource Management Industry, WRDI's primary focus has been the continued development and commercialisation of the WRDI™ range of products and services. The jewel in the company's crown is WRDI®: a multi purpose, workforce relationship management, diagnostic survey tool which allows organisations to protect their key intangible asset: their people.



The Next Step

The critical next step was to maximise market penetration

The Challenge

Having dedicated the period between 1998 to 2002 to the research and development of WRDI®, the management team of WRDI was confronted with a critical business challenge: the Corporatisation of the WRDI product and service offering.

This necessitated WRDI developing and implementing a business model and corporate strategy that would enable the WRDI® product and service offering to maximise its penetration within the corporate marketplace.

Domestic Success

The key emphasis for any new product and/or service offering is 'proof of concept'

The Solution

In recognition of its extensive experience of developing organisations and networks, DC Strategy (DCS) was engaged by WRDI to provide a comprehensive review of their business model and corporate strategy. DCS provided strategic advice and guidance with respect to WRDI's:

- Initial economic modelling
- Market strategy
- Corporate structure
- Business model
- Prospective 'Investor Document'

In particular, DCS provided extensive advice regarding WRDI's product market strategies, which had initially involved its expansion into global markets, simultaneously with the Australian domestic market expansion.

The key emphasis of DCS's advice was the need to achieve 'proof of concept' domestically, before attempting penetration of international market places.



Focus

WRDI is now well positioned to achieve its redefined future strategic objectives

The Outcomes

WRDI has experienced a strong growth stage as a result of the market release of the WRDI® product and service offering, which has received favourable media coverage and strong recognition from within the corporate community.

The completion of the Prospective Investor Document prepared in conjunction with DCS has enabled WRDI (in particular its founders Colin and Jan Beames) to approach the capital market, with the view to access additional working capital for the continued development of, and marketing strategies for the WRDI® product and service offering.

WRDI is now well positioned to consolidate its unique position within the Human Resources Management industry and achieve its redefined future strategic objectives.

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