

BUSINESS RELATIONSHIP ANALYSIS

Aspirations Behavioral Health Inc.!' Celebrate & Smile

2 Relationships Identified

BUSINESS PROFILES

Aspirations Behavioral Health Inc.

Contact: Kristian Wilson

Industry: Health & Wellness

Telahealth mental health counseling

Celebrate & Smile International Steppers

Contact: Tiffany Barksdale

Industry: Arts & Creative

community/employee enhancement through art of dance

REFERRAL 1/2

75% conf

Celebrate & Smile International Steppers!' Aspirations Behavioral Health Inc.

Reasoning:

Celebrate & Smile International Steppers enhances community and employee relations through dance, attracting a demographic interested in well-being, which overlaps with Aspirations Behavioral Health's focus on mental health. Both businesses serve individuals and companies seeking to improve their overall wellness, making referrals a natural fit.

Value Proposition:

By referring clients, Celebrate & Smile can provide additional holistic wellness options for their clients, while Aspirations can expand their client base without incurring additional marketing costs.

Collaboration Example:

Celebrate & Smile could refer clients looking for mental health support to Aspirations Behavioral Health. For example, during a dance workshop, Tiffany can introduce a short segment on mental wellness, handing out Aspirations' brochures to participants, which not only offers them resources but also establishes a referral agreement for any clients seeking mental health services.

Synergy Potential:

The unique synergy lies in the holistic approach to wellness; Celebrate & Smile focuses on physical expression through dance, while Aspirations emphasizes mental health, providing a comprehensive wellness solution for clients. Together, they can create a more rounded approach to employee well-being.

Action Items:

1. Tiffany Barksdale to schedule a meeting with Kristian Wilson to discuss referral terms and mutual benefits.
2. Create a co-branded brochure that highlights both services to distribute at events.
3. Develop a referral tracking system to monitor the success of referred clients.

Value: MEDIUM

MUTUAL BENEFIT

REFERRAL 2/2

70% conf

Aspirations Behavioral Health Inc.' Celebrate & Smile International Steppe

Reasoning:

Aspirations Behavioral Health connects with individuals seeking mental health support and holistic wellness, which can include physical activities like dance. Referring clients to Celebrate & Smile for dance classes can provide them with an avenue for physical expression and community engagement.

Value Proposition:

By referring clients who might benefit from artistic expression, Aspirations can enhance their therapeutic offerings and improve client outcomes, while Celebrate & Smile can gain new participants in their programs without additional marketing efforts.

Collaboration Example:

Aspirations could incorporate a recommendation for Celebrate & Smile's dance classes into their counseling sessions, particularly for clients struggling with social engagement. For instance, a client dealing with anxiety could be encouraged to join a dance workshop, where Aspirations provides an introductory voucher for the first class, fostering their mental and emotional growth through dance.

Synergy Potential:

This pairing is special because it combines mental health counseling with artistic expression, which can significantly improve client engagement and retention rates for both businesses, creating a more integrated approach to wellness.

Action Items:

1. Kristian Wilson to reach out to Tiffany Barksdale to discuss incorporating referrals into counseling sessions.
2. Develop a feedback loop to assess the effectiveness of referred clients participating in dance classes.
3. Organize a joint wellness event focusing on both mental health and dance to introduce both clientele to each other's services.

Value: MEDIUM

MUTUAL BENEFIT