

# BUSINESS RELATIONSHIP ANALYSIS

N o s e n i o r l e f t b e h i n d f l . o r g ! " T h e C o l l e c t i v e O m

2 Relationships Identified

## BUSINESS PROFILES

### Noseniorleftbehindfl.org

Contact: Wanda K Jackson

Industry: Professional Services

Assessments for 55 and older in need of a service to help maintain independence.

### The Collective Om

Contact: Ashlyn Schwartz

Industry: Health & Wellness

Holistic health services for individuals and small teams

REFERRAL 1/2

75% conf

The Collective Om !' Noseniorleftbehindfl.org

#### Reasoning:

The Collective Om focuses on holistic health services for individuals, specifically targeting women aged 20-60 who are interested in self-growth. Noseniorleftbehindfl.org, on the other hand, serves seniors who may have family members or caretakers in this demographic looking for wellness services. This creates an opportunity for mutual referrals.

#### Value Proposition:

Increased customer base for both businesses through targeted referrals, potentially increasing revenue by 10-20%.

#### Collaboration Example:

The Collective Om can refer clients seeking holistic services to Noseniorleftbehindfl.org when they identify older clients needing support for independence. In return, Noseniorleftbehindfl.org can recommend The Collective Om's workshops on stress management and wellness to seniors' families, leading to a shared clientele. For instance, a family member of a senior client may seek stress relief services for themselves, resulting in a tangible increase in client engagement for both businesses.

#### Synergy Potential:

This partnership uniquely aligns the focus on wellness in holistic health with the need for independence in seniors, creating a supportive ecosystem where families can find resources for both ends of the age spectrum.

**Action Items:**

1. Set up a meeting between Ashlyn Schwartz and Wanda K Jackson to discuss referral strategies.
2. Create marketing materials that highlight the benefits of holistic health for seniors and their families.
3. Establish a referral tracking system to measure the impact and success of the partnership.

Value: MEDIUM

MUTUAL BENEFIT

**REFERRAL 2/2**

60% conf

Noseniorleftbehindfl.org ! The Collective Om

**Reasoning:**

Noseniorleftbehindfl.org provides services to seniors who may need holistic health support, which is a market segment that The Collective Om targets. Referrals can be made when seniors express interest in wellness and self-care.

**Value Proposition:**

Access to a new market segment for The Collective Om, potentially increasing its client base by 15%.

**Collaboration Example:**

When conducting assessments, Noseniorleftbehindfl.org can identify seniors interested in improving their overall health and well-being. They can refer these clients to The Collective Om for customized wellness programs. For instance, if a senior expresses difficulty managing stress, Noseniorleftbehindfl.org can recommend a specific stress management workshop offered by The Collective Om, leading to a direct follow-up and enrollment.

**Synergy Potential:**

The combination of holistic health services and independence assessments provides a comprehensive support system for seniors, differentiating this partnership from typical wellness collaborations.

**Action Items:**

1. Draft a referral agreement outlining the process and benefits for both businesses.
2. Develop a joint promotional campaign highlighting the importance of holistic health for seniors.
3. Host an informational webinar discussing wellness options for seniors and their families, featuring both businesses.

Value: MEDIUM

MUTUAL BENEFIT