

# BUSINESS RELATIONSHIP ANALYSIS

Genuines Coaching & Consulting !" Genuines Coach

2 Relationships Identified

## BUSINESS PROFILES

### Genuines Coaching & Consulting

Contact: Reden Dionisio

Industry: Technology

Coaching, Speaking, Training

### Genuines Coaching & Consulting

Contact: Reden Dionisio

Industry: Technology

Coaching, Speaking, Training

## PARTNER 1/2

75% conf

Genuines Coaching & Consulting !" Genuines Coaching & Consulting

### Reasoning:

Both businesses operate in the same industry, providing coaching and consulting services targeted at similar client segments. They can combine their expertise to create comprehensive programs that enhance their value proposition.

### Value Proposition:

By partnering, they could create a joint leadership program that could attract more clients, potentially increasing revenue by 30% through shared marketing efforts and combined service offerings.

### Collaboration Example:

Genuines Coaching & Consulting can co-host a leadership summit for C-suite executives, featuring joint workshops and keynote sessions. They secure a venue, invite top industry speakers, and market the event together. This would not only enhance their credibility but also allow them to split the \$20K event cost while generating an estimated \$100K in ticket sales and sponsorships.

### Synergy Potential:

The unique synergy lies in their shared brand identity and client understanding, allowing them to create tailored programs that neither could develop as effectively alone. Their combined networks can lead to greater outreach and engagement.

**Action Items:**

1. Develop a joint marketing plan for the leadership program, outlining target audiences and promotional strategies.
2. Identify potential venues and speakers for the leadership summit and secure commitments.
3. Create a shared branding strategy to ensure consistent messaging across both businesses during the event.

Value: HIGH

MUTUAL BENEFIT

**COLLABORATION 2/2**

70% conf

Genuines Coaching & Consulting !' Genuines Coaching & Consulting

**Reasoning:**

Given their overlapping services and target markets, a collaboration on specific projects or workshops could yield significant mutual benefits without direct competition.

**Value Proposition:**

Working together on tailored workshops could enhance their service offerings, potentially increasing client engagement and retention by 25%.

**Collaboration Example:**

They could launch a quarterly workshop series, starting with a 'Leadership Resilience Bootcamp' aimed at corporate executives. Each business contributes its unique approach, with Genuines Coaching focusing on personal development strategies and Genuines Consulting offering corporate structure insights. They charge \$500 per attendee and aim for 30 participants per session, generating a revenue share of \$7,500 per workshop.

**Synergy Potential:**

This collaboration leverages their distinct but complementary strengths, creating a richer learning experience for clients and enhancing their brand visibility in the local market.

**Action Items:**

1. Outline the workshop curriculum, detailing content from both businesses.
2. Set a timeline for marketing the first workshop and identify potential attendee outreach strategies.
3. Determine a revenue-sharing model and finalize logistics for the workshop venue and materials.

Value: MEDIUM

MUTUAL BENEFIT