

# BUSINESS RELATIONSHIP ANALYSIS

## Aspirations Behavioral Health Inc.!' Connections

2 Relationships Identified

### BUSINESS PROFILES

#### Aspirations Behavioral Health Inc.

Contact: Kristian Wilson

Industry: Health & Wellness

Telahealth mental health counseling

#### Connections to the Nations Llc

Contact: Arlene Ortiz

Industry: Professional Services

Community Fair and Culture

### REFERRAL 1/2

80% conf

### Aspirations Behavioral Health Inc.!' Connections to the Nations Llc

#### Reasoning:

Both Aspirations Behavioral Health and Connections to the Nations target individuals who may benefit from mental health services and community engagement, making them suitable for referrals. Aspirations can refer clients needing cultural engagement and connections to the nations can refer attendees who may need mental health support.

#### Value Proposition:

Increased client base for both businesses; Aspirations could gain 10-15 new clients a month, while Connections could enhance event attendance by 20%.

#### Collaboration Example:

Aspirations Behavioral Health could set up a booth at Connections to the Nations' community fair, offering free mental health screenings. In return, Connections can promote Aspirations' services through their marketing materials. This would not only engage attendees but also create a pipeline of potential clients for Aspirations, while enhancing the event experience for Connections.

#### Synergy Potential:

The unique synergy comes from the combination of mental health support with cultural engagement—creating a holistic approach to wellness that resonates with individuals seeking both mental health and community connection.

**Action Items:**

1. Schedule a meeting between Kristian and Arlene to discuss referral specifics.
2. Develop marketing materials that outline the referral process for both businesses.
3. Set a timeline for implementing the referral program and evaluate success after the first community fair.

Value: HIGH

MUTUAL BENEFIT

**COLLABORATION 2/2**

75% conf

Connections to the Nations Llc !' Aspirations Behavioral Health Inc.

**Reasoning:**

Connections to the Nations can collaborate with Aspirations Behavioral Health to host a mental health and wellness workshop during their community fairs, addressing mental health needs within the community while promoting mental wellness awareness.

**Value Proposition:**

Both businesses can attract new clients and participants; Aspirations could see a 15-20% increase in client inquiries, while Connections could elevate their event profile and attract more attendees, boosting overall engagement.

**Collaboration Example:**

During the upcoming community fair, Connections to the Nations could feature a 'Mental Wellness Zone' led by Aspirations. They could conduct workshops on stress management and offer on-site counseling sessions. For every attendee who signs up for further counseling, Aspirations could donate a portion of the fees back to Connections for future event funding.

**Synergy Potential:**

This partnership uniquely merges cultural engagement with mental health advocacy, allowing both businesses to address community needs while enhancing their brand visibility and social impact.

**Action Items:**

1. Plan the agenda for the mental wellness workshops and secure a space at the community fair.
2. Create promotional materials highlighting the collaboration and benefits of attending the workshops.
3. Develop a feedback mechanism post-event to assess participant engagement and satisfaction.

Value: MEDIUM

MUTUAL BENEFIT