

BUSINESS RELATIONSHIP ANALYSIS

Aspirations Behavioral Health Inc. !” Genuines Coa

4 Relationships Identified

BUSINESS PROFILES

Aspirations Behavioral Health Inc.

Contact: Kristian Wilson

Industry: Health & Wellness

Telahealth mental health counseling

Genuines Coaching & Consulting

Contact: Reden Dionisio

Industry: Technology

Coaching, Speaking, Training

REFERRAL 1/4

80% conf

Genuines Coaching & Consulting !” Aspirations Behavioral Health Inc.

Reasoning:

Both businesses target individuals looking for personal and professional growth, with Genuines Coaching focusing on business leaders and Aspirations Behavioral Health serving those in need of mental health support. Referring clients to one another can enhance their service offerings without direct competition.

Value Proposition:

Increased client base through cross-referrals, potentially generating an additional \$10,000 in revenue annually for each business through shared clients.

Collaboration Example:

Genuines Coaching can refer clients struggling with stress management and work-life balance to Aspirations Behavioral Health for mental health counseling. In return, Aspirations can direct clients seeking coaching for professional development back to Genuines. If each business facilitates five referrals per month, each generating \$200, they could see a monthly revenue increase of \$2,000.

Synergy Potential:

The unique synergy lies in the holistic approach to personal and professional development; Genuines Coaching can help clients grow in their careers while Aspirations addresses their mental health needs, creating a full-circle support system.

Action Items:

1. Schedule a meeting between Reden Dionisio and Kristian Wilson to discuss referral processes.
2. Create a co-branded referral program with clear guidelines and incentives for both businesses.
3. Launch a joint marketing campaign targeting local businesses to promote the referral system.

Value: HIGH

MUTUAL BENEFIT

COLLABORATION 2/4

75% conf

Genuines Coaching & Consulting !' Aspirations Behavioral Health Inc.

Reasoning:

Genuines Coaching can leverage its coaching services to enhance the mental wellness of corporate teams through workshops, while Aspirations Behavioral Health can provide insights into mental health that will augment Genuines' training programs.

Value Proposition:

This collaboration could lead to new corporate contracts, increasing revenue by approximately \$15,000 per workshop series conducted.

Collaboration Example:

Genuines Coaching can host a series of workshops titled 'Mental Wellness in the Workplace' where Aspirations Behavioral Health provides a licensed counselor to speak on managing workplace stress. They could charge \$1,500 per session and target local businesses, with the potential to run 10 sessions over the next six months, generating \$15,000 together.

Synergy Potential:

This pairing is unique as it combines technical coaching with mental health expertise, addressing both professional skills and personal well-being, thereby creating a comprehensive support framework for corporate clients.

Action Items:

1. Develop a workshop outline that integrates coaching and mental health strategies.
2. Identify and reach out to at least five local corporations to pitch the workshop series.
3. Create promotional materials highlighting the benefits of the integrated approach to mental wellness and professional development.

Value: HIGH

MUTUAL BENEFIT

Aspirations Behavioral Health Inc. !' Genuines Coaching & Consulting

Reasoning:

Aspirations Behavioral Health Inc. targets individuals needing mental health support, while Genuines Coaching & Consulting focuses on C-suite executives and business owners. They can refer clients to each other, as executives often face stress and mental health issues that Aspirations can address, and those seeking coaching may benefit from mental health resources.

Value Proposition:

Increased client referrals could lead to a 20% revenue boost for both businesses by tapping into each other's client bases.

Collaboration Example:

After a coaching session, Reden notices a client struggling with work-life balance. He refers them to Kristian for mental health support, ensuring the client receives holistic care. In return, Kristian can recommend Genuines coaching services to clients aiming for career growth, creating a seamless referral loop.

Synergy Potential:

The unique combination of mental health support and executive coaching creates a comprehensive wellness package that addresses both personal and professional development, making them standout resources for their clients.

Action Items:

1. Set up a meeting between Kristian and Reden to discuss referral processes and client needs.
2. Create a shared document to track referrals and outcomes to measure success.
3. Develop joint marketing materials that highlight the benefits of mental wellness and coaching for executives.

Value: HIGH

MUTUAL BENEFIT

Genuines Coaching & Consulting !' Aspirations Behavioral Health Inc.

Reasoning:

Genuines Coaching & Consulting works with small business owners and executives who may require mental health support, thus creating an opportunity for referrals to Aspirations Behavioral Health Inc. This relationship can help executives manage stress and improve overall well-being.

Value Proposition:

Potential increase in client engagement and retention, which could translate to a 15% revenue increase for Genuines through enhanced service offerings.

Collaboration Example:

During a training session, Reden introduces a mental health awareness segment, providing information about Aspirations' telehealth services. He encourages attendees to reach out if they're experiencing stress or burnout, thereby directly connecting them with Kristian's services.

Synergy Potential:

By merging coaching insights with mental health resources, they can offer a unique program that prepares leaders not just professionally but also personally, enhancing their overall efficacy.

Action Items:

- 1. Organize a workshop that combines executive coaching principles with mental health strategies, inviting both client bases.
- 2. Create a direct referral line where Genuines clients can easily access Aspirations' services.
- 3. Launch a joint online webinar series focusing on mental health in the workplace, targeting business owners and executives.

Value: HIGH

MUTUAL BENEFIT

