

# BUSINESS RELATIONSHIP ANALYSIS

## Aspirations Behavioral Health Inc.!" The Collective Om

3 Relationships Identified

### BUSINESS PROFILES

#### Aspirations Behavioral Health Inc.

Contact: Kristian Wilson

Industry: Health & Wellness

Telahealth mental health counseling

#### The Collective Om

Contact: Ashlyn Schwartz

Industry: Health & Wellness

Holistic health services for individuals and small teams

### REFERRAL 1/3

75% conf

The Collective Om!" Aspirations Behavioral Health Inc.

#### Reasoning:

Both businesses cater to individuals seeking health and wellness solutions, but from different angles. The Collective Om focuses on holistic health, while Aspirations Behavioral Health specializes in mental health services, allowing for complementary referrals without direct competition.

#### Value Proposition:

Increased customer base through referrals, potentially generating an additional \$2,000 in revenue per month by referring clients to each other.

#### Collaboration Example:

The Collective Om can refer clients needing mental health support to Aspirations Behavioral Health during their holistic health sessions. For example, if a client expresses anxiety during a wellness workshop, Ashlyn can recommend Kristian's telehealth services. In return, Kristian can refer clients interested in holistic treatments back to The Collective Om, creating a supportive network.

#### Synergy Potential:

This partnership is unique because it combines holistic and mental health services, addressing a comprehensive range of wellness needs for clients, which is especially appealing to the target market of health-conscious individuals.

**Action Items:**

1. Schedule a meeting to outline referral processes and benefits for both parties.
2. Create a referral protocol document detailing how clients will be referred and tracked.
3. Develop co-branded marketing materials highlighting the benefits of both services to distribute to clients.

Value: MEDIUM

MUTUAL BENEFIT

**REFERRAL 2/3**

70% conf

Aspirations Behavioral Health Inc.!' The Collective Om

**Reasoning:**

Aspirations Behavioral Health can identify clients who may benefit from holistic health services and refer them to The Collective Om, enhancing their mental health offerings with complementary services.

**Value Proposition:**

Increased service offering for clients, leading to potential revenue growth of \$1,500 per month through referrals.

**Collaboration Example:**

When a client finishes a mental health session with Aspirations, Kristian can suggest a follow-up holistic health session at The Collective Om to help with stress management. For example, after a therapy session, a client might be referred to a yoga class at The Collective Om, fostering a holistic approach to their mental wellness.

**Synergy Potential:**

This unique pairing allows clients to receive a full spectrum of wellness support, combining mental and holistic health services in a way that enhances overall client satisfaction and outcomes.

**Action Items:**

1. Develop a client referral form that both businesses can use to facilitate the process.
2. Host a joint webinar focused on the benefits of integrating mental health and holistic practices, attracting potential new clients.
3. Set up a quarterly review meeting to assess the success of referrals and adjust strategies as needed.

Value: MEDIUM

MUTUAL BENEFIT

The Collective Om ! Aspirations Behavioral Health Inc.

**Reasoning:**

Both businesses can create workshops that integrate holistic health and mental wellness, appealing to their shared target market. This collaboration can enhance their service offerings significantly.

**Value Proposition:**

Joint workshops could attract 20-30 participants, generating an estimated \$1,500 per event, increasing visibility and customer engagement for both businesses.

**Collaboration Example:**

The Collective Om and Aspirations Behavioral Health could co-host a 'Mind-Body Connection Workshop' where participants engage in mindfulness practices followed by discussions on mental health. For instance, they could run a 2-hour session where attendees learn breathing techniques from Ashlyn and then discuss stress management strategies with Kristian, providing participants with actionable tools.

**Synergy Potential:**

This collaboration stands out as it merges two distinct yet complementary wellness approaches, offering clients a comprehensive toolkit for their mental and physical health.

**Action Items:**

1. Identify a date and venue for the workshop and confirm availability from both sides.
2. Create a promotional plan to market the workshop across both businesses' channels, including social media and email newsletters.
3. Develop workshop content, ensuring a seamless integration of both holistic practices and mental health discussions.

Value: HIGH

MUTUAL BENEFIT