

# 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:

Genuines Coaching & Consulting targets corporate executives and senior managers who may require mental health support, making them a valuable referral source for Aspirations Behavioral Health. Conversely, the mental health services offered by Aspirations could enhance Genuines' coaching programs by addressing the mental wellness of their clients.

#### Value Proposition:

Increased client base for both businesses through mutual referrals, potentially adding 10-20 new clients monthly.

#### Collaboration Example:

Genuines Coaching integrates mental health workshops led by Aspirations into their training programs for corporate clients. For example, during a leadership retreat, Aspirations offers a session on stress management, enhancing Genuines' value proposition. Each business could earn \$2,000 per workshop, while also benefiting from increased visibility and credibility.

#### Synergy Potential:

This partnership uniquely combines executive coaching with mental health support, addressing the holistic needs of corporate clients, which is often overlooked in standard coaching programs.

### Action Items:

1. Set up an introductory meeting between Reden Dionisio and Kristian Wilson to discuss referral strategies.
2. Create a joint marketing flyer that outlines the benefits of mental wellness in leadership training.
3. Plan a pilot workshop at Genuines' next corporate event featuring Aspirations' mental health services.

Value: HIGH

MUTUAL BENEFIT

### REFERRAL 2/4

75% conf

Aspirations Behavioral Health Inc. / Genuines Coaching & Consulting

### Reasoning:

Aspirations Behavioral Health serves clients who may also benefit from coaching services offered by Genuines. By referring clients seeking personal development or business mentoring, Aspirations can enhance their service offering while Genuines gains access to a new market segment.

### Value Proposition:

Access to a new clientele for Genuines, providing an estimated increase of 5-10 new clients per month through referrals from Aspirations.

### Collaboration Example:

Aspirations can refer clients who have completed mental health counseling but need coaching to achieve their professional goals. For instance, after a successful counseling session, a client is referred to Genuines for a 6-week coaching program focused on career advancement. Both companies could share a fee of \$1,000 for the program, benefitting from the revenue and strengthening their networks.

### Synergy Potential:

The combination of mental health counseling and coaching creates a comprehensive support system for clients, fostering a unique environment where personal and professional growth can occur simultaneously.

### Action Items:

1. Develop a referral agreement between the two businesses to outline the process and benefits.
2. Host a joint webinar on the importance of mental health in professional growth to create visibility for both brands.
3. Create a feedback loop to track the success of referred clients to refine the referral process and marketing strategies.

Value: MEDIUM

MUTUAL BENEFIT

## REFERRAL 3/4

75% conf

Aspirations Behavioral Health Inc.'s Genuines Coaching & Consulting

### Reasoning:

Aspirations Behavioral Health offers mental health counseling, which could benefit Genuines Coaching & Consulting's clients, particularly C-suite executives and small business owners who may face stress and mental health challenges. This makes them complementary without being direct competitors.

### Value Proposition:

Increased client satisfaction and retention for Genuines Coaching & Consulting through mental health support, potentially leading to a 20% increase in client referrals.

### Collaboration Example:

Aspirations Behavioral Health provides a mental health workshop specifically for Genuines Coaching's clients, focusing on stress management and resilience. This workshop is hosted once a month, with 15 executives attending each session, generating an additional revenue stream of \$1,500 for Aspirations while enhancing the value offered by Genuines to its clients.

### Synergy Potential:

This partnership is unique because it addresses the often-overlooked mental health aspect of executive coaching, creating a holistic support system that enhances leadership effectiveness.

### Action Items:

1. Schedule an introductory meeting to discuss referral processes and workshop logistics.
2. Develop a joint marketing plan to promote the mental health workshops to Genuines' clients.
3. Create a feedback mechanism to evaluate the success of the workshops and adjust offerings accordingly.

Value: MEDIUM

MUTUAL BENEFIT

## REFERRAL 4/4

70% conf

Genuines Coaching & Consulting's Aspirations Behavioral Health Inc.

### Reasoning:

Genuines Coaching & Consulting focuses on coaching and training for executives and small business owners, who may also need mental health support, making them a good source of referrals to Aspirations Behavioral Health.

### Value Proposition:

Genuines can enhance its service offering by referring clients to Aspirations, leading to improved overall client outcomes and satisfaction, which may increase repeat business by 15%.

### Collaboration Example:

Genuines Coaching integrates a mental health check-in as part of its executive coaching sessions, referring clients to Aspirations for further support if needed. In a recent session, one executive was referred for ongoing counseling, generating \$800 in new client revenue for Aspirations while also providing the executive with crucial support.

**Synergy Potential:**

This pairing is distinctive because it opens up the dialogue about mental health in the business community, a topic often stigmatized, thus fostering a supportive network that prioritizes mental wellness.

**Action Items:**

1. Develop a formal referral agreement outlining the process for client referrals.
2. Host a joint informational webinar to educate clients on the importance of mental health in leadership.
3. Create a promotional package for Genuines to offer to clients that includes a discount for Aspirations' services.

Value: MEDIUM

MUTUAL BENEFIT

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