

BUSINESS RELATIONSHIP ANALYSIS

Celebrate & Smile International Steppers !” Genuines

4 Relationships Identified

BUSINESS PROFILES

Celebrate & Smile International Steppers

Contact: Tiffany Barksdale

Industry: Arts & Creative

community/employee enhancement through art of dance

Genuines Coaching & Consulting

Contact: Reden Dionisio

Industry: Technology

Coaching, Speaking, Training

COLLABORATION 1/4

80% conf

Genuines Coaching & Consulting !” Celebrate & Smile International Steppers

Reasoning:

Genuines Coaching & Consulting specializes in enhancing leadership and corporate training, while Celebrate & Smile International Steppers focuses on improving employee relations through dance. Their complementary services can create a holistic employee enhancement initiative that combines professional training with creative engagement.

Value Proposition:

By developing a joint program, both businesses can attract corporate clients seeking innovative ways to boost employee morale and productivity, potentially generating \$10,000 in combined revenue from a corporate training contract.

Collaboration Example:

Genuines Coaching & Consulting could organize a 'Corporate Wellness Day' where they conduct leadership workshops followed by dance sessions led by Celebrate & Smile International Steppers. For example, a local tech company could hire both businesses to run a full-day event designed to uplift employee spirits and improve team cohesion, resulting in increased employee satisfaction scores.

Synergy Potential:

This partnership uniquely combines the rigor of professional coaching with the creativity of dance, offering a comprehensive approach to employee development that stands out from traditional training programs.

Action Items:

1. Schedule a joint meeting to brainstorm specific workshop topics and dance themes.
2. Develop a marketing plan targeting local corporations to promote the 'Corporate Wellness Day.'
3. Pilot the program with a local business and gather feedback for further improvement.

Value: HIGH

MUTUAL BENEFIT

REFERRAL 2/4

70% conf

Celebrate & Smile International Steppers!' Genuines Coaching & Consulting

Reasoning:

Celebrate & Smile International Steppers targets companies looking to enhance employee relations, which aligns with the clientele of Genuines Coaching & Consulting. Referring clients to each other can help both businesses expand their reach without competing.

Value Proposition:

By referring clients, Celebrate & Smile could increase Genuines' client base, leading to additional revenue opportunities, while Genuines can provide a deeper engagement offering to Celebrate's clients, enhancing their service portfolio.

Collaboration Example:

When Celebrate & Smile International Steppers works with a company to improve employee relations through dance, they can recommend Genuines Coaching & Consulting for follow-up leadership workshops. For instance, after a successful dance event, they could suggest Genuines to conduct a workshop on team dynamics, potentially generating a \$3,000 contract for Genuines.

Synergy Potential:

The referral synergy lies in Celebrate & Smile's focus on creative engagement and Genuines' strength in leadership training, providing companies a well-rounded approach to employee development that can significantly improve workplace culture.

Action Items:

1. Create a referral agreement outlining the benefits and compensation for mutual referrals.
2. Develop joint marketing materials highlighting the advantages of both creative and coaching services.
3. Host a networking event to introduce both client bases to the services offered by each business.

Value: MEDIUM

MUTUAL BENEFIT

Celebrate & Smile International Steppers !' Genuines Coaching & Consulting

Reasoning:

Celebrate & Smile International Steppers specializes in enhancing community and employee relationships through dance, which aligns with Genuines Coaching & Consulting's focus on coaching and training for executives. The two businesses can leverage each other's strengths to create a unique employee engagement program.

Value Proposition:

By collaborating on a joint employee engagement program, both businesses can attract new clients, leading to an estimated \$10,000 in additional revenue from corporate clients seeking unique team-building solutions.

Collaboration Example:

Celebrate & Smile International Steppers could design a fun, interactive dance workshop for Genuines Coaching & Consulting's corporate clients during their leadership retreats. For example, during a two-day retreat for a local tech company, they could offer a 2-hour dance session that fosters teamwork and creativity, resulting in positive feedback and potentially new contracts for both companies.

Synergy Potential:

This pairing is unique because it combines the arts with executive coaching, creating a holistic approach to employee engagement that is both fun and beneficial—a rare offering in the market.

Action Items:

1. Schedule a meeting between Tiffany Barksdale and Reden Dionisio to brainstorm ideas for a joint workshop.
2. Develop a pilot program for the dance workshop to present at Genuines' next corporate retreat.
3. Create marketing materials highlighting the benefits of combining dance with executive coaching.

Value: HIGH

MUTUAL BENEFIT

Genuines Coaching & Consulting !' Celebrate & Smile International Steppers

Reasoning:

Genuines Coaching & Consulting works with C-suite executives and small business owners who may be interested in enhancing their team dynamics through creative arts like dance, which Celebrate & Smile offers. They can refer clients looking for unique employee engagement solutions.

Value Proposition:

This referral relationship could increase Celebrate & Smile's client base by 20% through Genuines' established network of business leaders, translating to an estimated additional \$5,000 in revenue over the next quarter.

Collaboration Example:

Genuines could refer a small tech startup that has expressed interest in team-building activities to Celebrate & Smile. The startup could book a series of dance classes to enhance employee morale, providing Celebrate & Smile with a new client and Genuines with a case study to showcase the effectiveness of their referrals.

Synergy Potential:

This synergy is powerful as it connects the world of corporate leadership with creative arts, tapping into a niche market that seeks innovative approaches to team dynamics.

Action Items:

- 1. Create a referral agreement outlining the benefits and processes for each business.
- 2. Set up a joint networking event to introduce both client bases to the services offered.
- 3. Gather testimonials from referred clients to build credibility for future referral opportunities.

Value: MEDIUM

MUTUAL BENEFIT
