

BUSINESS RELATIONSHIP ANALYSIS

Bluebird Health Partners !” Genuines Coaching & Consulting

4 Relationships Identified

BUSINESS PROFILES

Bluebird Health Partners

Contact: Cary Hendricks

Industry: Technology

Healthcare Strategy Execution Consulting

Genuines Coaching & Consulting

Contact: Reden Dionisio

Industry: Technology

Coaching, Speaking, Training

REFERRAL 1/4

80% conf

Genuines Coaching & Consulting !” Bluebird Health Partners

Reasoning:

Both Genuines Coaching & Consulting and Bluebird Health Partners target business owners and corporate executives, but in different industries. This creates a strong potential for referrals, as Genuines can direct its corporate clients who need healthcare strategy execution consulting to Bluebird.

Value Proposition:

By referring clients to each other, both businesses can gain new revenue streams without incurring additional costs, potentially increasing their client bases by 20-30%.

Collaboration Example:

Genuines Coaching meets with a corporate client who is looking to pivot into the healthcare sector. Recognizing the client's need for strategic healthcare consulting, Genuines refers them directly to Bluebird Health Partners, who then successfully engages the client for a \$50K project. Genuines receives a referral fee of 10%, earning \$5K.

Synergy Potential:

The unique synergy lies in the dual focus on corporate clients; while Genuines helps navigate business growth, Bluebird specializes in healthcare, creating a seamless referral pathway that ensures clients receive comprehensive support across both domains.

Action Items:

1. Schedule a joint meeting to discuss referral strategies and commission structures.
2. Create a co-branded document outlining services and referral benefits for clients.
3. Set up a quarterly review to assess referral success and client feedback.

Value: HIGH

MUTUAL BENEFIT

VENDOR 2/4

70% conf

Bluebird Health Partners | Genuines Coaching & Consulting

Reasoning:

Bluebird Health Partners could utilize Genuines Coaching's training services to enhance their team's skills in consulting and client engagement, creating a vendor relationship focused on internal development.

Value Proposition:

By engaging Genuines for training, Bluebird can improve its service delivery, potentially increasing client satisfaction and retention rates by up to 25%.

Collaboration Example:

Bluebird Health Partners decides to enroll their entire consulting team in a 3-day training program offered by Genuines Coaching, aimed at improving client engagement strategies. The training leads to a 15% increase in project win rates, translating into an additional \$75K in revenue in the following quarter.

Synergy Potential:

This pairing is unique because it combines Genuines' expertise in coaching with Bluebird's focus on healthcare, ensuring that the training is tailored specifically to the nuances of healthcare consulting, enhancing the effectiveness of both businesses.

Action Items:

1. Develop a customized training proposal that aligns with Bluebird's strategic goals.
2. Set a timeline for training sessions and outcomes measurement.
3. Create a feedback loop for Bluebird to share improvements in client engagement post-training.

Value: HIGH

MUTUAL BENEFIT

Bluebird Health Partners !' Genuines Coaching & Consulting

Reasoning:

Bluebird Health Partners specializes in healthcare strategy execution, while Genuines Coaching & Consulting focuses on coaching and training for executives. By collaborating, they can create a comprehensive program that enhances leadership skills specifically for healthcare executives, addressing a niche market's needs.

Value Proposition:

By developing a joint training program, both businesses could attract healthcare executives looking to improve their leadership skills and strategic insight, potentially generating \$10,000 in combined revenue from a series of workshops.

Collaboration Example:

Bluebird Health Partners and Genuines Coaching & Consulting could co-host a one-day leadership summit for healthcare executives next month. The event would feature breakout sessions led by Cary on healthcare strategy and by Reden on executive coaching techniques. Each business could charge attendees \$500, aiming for 40 participants, resulting in \$20,000 in revenue, split between them.

Synergy Potential:

This partnership uniquely combines deep healthcare industry knowledge with executive coaching, creating tailored solutions that neither could offer alone. Their combined expertise positions them to address specific pain points in healthcare leadership training.

Action Items:

1. Schedule a brainstorming session to outline potential summit topics and objectives.
2. Develop marketing materials targeting healthcare executives to promote the leadership summit.
3. Identify a suitable venue and set a date for the event within the next month.

Value: HIGH

MUTUAL BENEFIT

Genuines Coaching & Consulting !' Bluebird Health Partners

Reasoning:

Genuines Coaching & Consulting serves C-suite executives and leaders, many of whom are decision-makers at healthcare solution providers. Bluebird Health Partners can benefit from referrals from Genuines for their healthcare strategy consulting services.

Value Proposition:

By referring clients to Bluebird, Genuines can earn commission on successful leads, potentially earning \$5,000 in referral fees from a few contracts that Bluebird secures through this channel.

Collaboration Example:

During one of Genuines' executive workshops, Reden could introduce Cary as a healthcare strategy expert. This would provide an opportunity for attendees to learn about Bluebird's consulting services, leading to at least three follow-up consultations, each valued at \$2,500.

Synergy Potential:

Genuines has direct access to a network of healthcare executives, making the referral process highly targeted and effective. This partnership allows Bluebird to tap into a specialized audience that they would not reach as effectively on their own.

Action Items:

- 1. Establish a referral agreement outlining commission structures for leads.
- 2. Create a joint presentation highlighting the benefits of Bluebird's consulting services to be shared at Genuines' upcoming workshops.
- 3. Schedule a monthly review to track referrals and outcomes from the partnership.

Value: MEDIUM

MUTUAL BENEFIT

