

# BUSINESS RELATIONSHIP ANALYSIS

Aspirations Behavioral Health Inc.!" flow

2 Relationships Identified

## BUSINESS PROFILES

### Aspirations Behavioral Health Inc.

Contact: Kristian Wilson  
Industry: Health & Wellness  
Telahealth mental health counseling

### flow

Contact: Miguel Camargo  
Industry: Professional Services  
Coaching

## REFERRAL 1/2

80% conf

flow !' Aspirations Behavioral Health Inc.

### Reasoning:

Flow provides coaching services that could enhance the mental well-being of individuals seeking mental health support from Aspirations Behavioral Health. Since both aim to improve client wellness, they can refer clients to each other without competing directly, creating a supportive network.

### Value Proposition:

Increased client base through cross-referrals; estimated 20% growth in clientele for both businesses as they tap into each other's market.

### Collaboration Example:

Flow can refer clients who are looking for mental health support to Aspirations. For example, if a client expresses anxiety about their professional life, Flow would direct them to Aspirations for mental health counseling. In return, Aspirations can refer clients who may benefit from coaching to Flow, creating a steady stream of shared clients.

### Synergy Potential:

The unique synergy lies in the holistic approach to wellness that both businesses promote; together, they can create a more comprehensive support system for clients, addressing both mental health and personal development.

### Action Items:

1. Establish a referral agreement outlining mutual benefits and processes.

2. Create promotional materials highlighting the partnership to share with clients.
3. Schedule a joint workshop to introduce both services to a wider audience.

Value: HIGH

MUTUAL BENEFIT

## REFERRAL 2/2

75% conf

Aspirations Behavioral Health Inc. !' flow

### Reasoning:

Aspirations Behavioral Health can refer clients to Flow for coaching services, especially when clients are ready to work on personal development after mental health counseling, thus enhancing the client journey.

### Value Proposition:

Both businesses can boost client retention rates and satisfaction by offering a seamless transition from mental health support to coaching; potentially increasing total revenue by 15-25%.

### Collaboration Example:

After a series of counseling sessions, Aspirations could recommend a client to Flow for coaching on career advancement. This client, having gained insights into their mental health, would benefit from Flow's coaching services to further their professional goals, creating a cycle of ongoing support and revenue.

### Synergy Potential:

The pairing is unique as it combines mental health and coaching, allowing clients to see a clear path from healing to personal growth, enhancing overall client outcomes.

### Action Items:

1. Develop a list of criteria for when to refer clients to Flow.
2. Create a joint marketing campaign that highlights the benefits of both services.
3. Host a co-branded event focusing on mental health and personal development.

Value: HIGH

MUTUAL BENEFIT