

# BUSINESS RELATIONSHIP ANALYSIS

## Bluebird Health Partners!’ Celebrate & Smile International Steppers

2 Relationships Identified

### BUSINESS PROFILES

#### Bluebird Health Partners

Contact: Cary Hendricks

Industry: Technology

Healthcare Strategy Execution Consulting

#### Celebrate & Smile International Steppers

Contact: Tiffany Barksdale

Industry: Arts & Creative

community/employee enhancement through art of dance

### COLLABORATION 1/2

75% conf

## Bluebird Health Partners!’ Celebrate & Smile International Steppers

#### Reasoning:

Bluebird Health Partners can leverage Celebrate & Smile International Steppers' dance workshops to enhance employee engagement in healthcare organizations. By incorporating dance as a form of team-building, Bluebird can offer a unique service that differentiates their consulting approach, while Celebrate & Smile gains exposure to new clients in the healthcare sector.

#### Value Proposition:

This collaboration could lead to a new revenue stream of \$10,000 for Celebrate & Smile, while enhancing Bluebird's service offering, potentially increasing their project fees by 15% due to unique employee engagement methods.

#### Collaboration Example:

Bluebird Health Partners organizes a health and wellness retreat for a hospital client, inviting Celebrate & Smile International Steppers to lead dance workshops. Over two days, 100 healthcare employees engage in team-building dance activities, resulting in a \$5,000 fee for Celebrate & Smile, while Bluebird enhances their consulting reputation by offering comprehensive wellness solutions to the hospital, which could lead to future contracts.

#### Synergy Potential:

Both businesses focus on enhancing well-being—Bluebird in a corporate environment and Celebrate & Smile through creative arts—creating a unique offering that blends strategy with engagement, making the partnership distinct from typical consulting services.

**Action Items:**

1. Schedule a meeting between Cary Hendricks and Tiffany Barksdale to discuss potential collaboration frameworks.
2. Develop a joint proposal for a health and wellness retreat targeting healthcare organizations in Jacksonville.
3. Create promotional materials highlighting the combined services for distribution to potential clients.

Value: HIGH

MUTUAL BENEFIT

**REFERRAL 2/2**

60% conf

Celebrate & Smile International Steppers!' Bluebird Health Partners

**Reasoning:**

Celebrate & Smile International Steppers' target clients include companies looking to enhance employee relations, which often require consulting services for organizational improvement. They can refer these companies to Bluebird Health Partners for strategic consulting, creating a mutually beneficial relationship.

**Value Proposition:**

Celebrate & Smile could refer 5-10 clients a year to Bluebird, potentially generating \$20,000 in consulting fees, while Bluebird could recommend Celebrate & Smile's workshops to healthcare clients, enhancing employee engagement.

**Collaboration Example:**

After conducting a dance workshop for a local tech company, Celebrate & Smile discovers they have challenges with employee retention. They refer the company to Bluebird Health Partners, who conducts a consulting engagement worth \$15,000, while Bluebird, in turn, recommends a dance program to improve company culture.

**Synergy Potential:**

The intersection of arts and healthcare consulting creates a unique opportunity where both businesses can enhance their service offerings, leading to improved employee satisfaction and retention for their clients.

**Action Items:**

1. Establish a referral agreement outlining commission structures for successful client referrals.
2. Create a joint marketing piece that highlights the benefits of both services for corporate clients.
3. Host an informational webinar together, showcasing how dance and strategic consulting can improve workplace culture.

Value: MEDIUM

MUTUAL BENEFIT