

# BUSINESS RELATIONSHIP ANALYSIS

Bluebird Health Partners!" Genuines Coaching &

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

## COLLABORATION 1/4

85% conf

Genuines Coaching & Consulting!" Bluebird Health Partners

### Reasoning:

Genuines Coaching & Consulting specializes in coaching and training, which could be beneficial for Bluebird Health Partners' team. By collaborating, they can enhance Bluebird's internal capabilities in healthcare strategy execution through targeted training programs.

### Value Proposition:

This partnership could enhance Bluebird's service offerings, potentially increasing their project value by 20% through improved team expertise and client satisfaction.

### Collaboration Example:

Genuines Coaching & Consulting could design a series of workshops focused on leadership and strategy execution specifically tailored for Bluebird's healthcare consultants. For example, during a two-day workshop, Genuines would provide training on strategic decision-making processes, leading to more informed project proposals for Bluebird's clients. After the workshops, Bluebird could pitch enhanced service offerings to three new healthcare startups, potentially increasing revenue by \$15,000.

### Synergy Potential:

Both businesses operate within the technology industry but focus on different niches; Genuines strengthens Bluebird's capabilities in a way that is directly applicable to their healthcare clients, creating a unique advantage in their service delivery.

### Action Items:

1. Schedule a meeting between Reden Dionisio and Cary Hendricks to discuss potential workshop topics.
2. Develop a draft outline for a workshop series that aligns with Bluebird's current projects.
3. Create a marketing plan to promote the new training offerings to Bluebird's existing clients.

Value: HIGH

MUTUAL BENEFIT

### REFERRAL 2/4

70% conf

Bluebird Health Partners / Genuines Coaching & Consulting

### Reasoning:

While Genuines Coaching & Consulting targets business owners and executives, Bluebird Health Partners works with healthcare solution providers. They can refer clients in need of leadership coaching and training, thus expanding Genuines' client base.

### Value Proposition:

By referring clients to Genuines, Bluebird can enhance their service value, potentially earning referral fees that could increase their revenue by 10% annually.

### Collaboration Example:

When Bluebird Health Partners works with a healthcare startup that needs to improve its leadership skills, they can refer them to Genuines Coaching & Consulting for tailored coaching programs. In return, Bluebird could earn a 15% referral fee on any contracts signed, creating a win-win situation that could bring in an additional \$5,000 per year.

### Synergy Potential:

This referral relationship leverages the complementary nature of their services; Bluebird can enhance its offerings while Genuines reaches a new, high-value market segment in the healthcare industry.

### Action Items:

1. Create a referral agreement that outlines commission structures and processes.
2. Identify key clients in Bluebird's portfolio that could benefit from Genuines' coaching services.
3. Set up a quarterly check-in to exchange feedback on referral outcomes and adjust strategies as needed.

Value: MEDIUM

MUTUAL BENEFIT

## COLLABORATION 3/4

80% conf

Bluebird Health Partners / Genuines Coaching & Consulting

### Reasoning:

Bluebird Health Partners focuses on healthcare strategy execution, while Genuines Coaching & Consulting specializes in coaching and training for executives. Collaborating allows Bluebird to enhance their service offerings by integrating leadership training into healthcare consulting, which is essential for effective strategy execution.

### Value Proposition:

By combining expertise, both companies can attract larger healthcare clients who seek comprehensive solutions, potentially increasing revenue by 25% through bundled service offerings.

### Collaboration Example:

Bluebird Health Partners can host a series of workshops led by Genuines Coaching & Consulting for C-suite leaders at healthcare startups. For example, they could organize a workshop on 'Leading Change in Healthcare' where executives learn strategies to implement new technologies effectively. This could be a 3-day event with 15 participants, costing \$1,500 per seat, generating \$22,500 for both companies, while also strengthening their relationship with emerging healthcare leaders.

### Synergy Potential:

This partnership uniquely combines healthcare strategy with executive leadership training, a niche that very few consulting firms address together, making their offerings significantly more attractive to healthcare organizations.

### Action Items:

1. Schedule a kickoff meeting to brainstorm workshop topics that align with both companies' strengths.
2. Develop a joint marketing strategy to promote the workshops to the target audience.
3. Create a feedback loop post-workshop to refine future offerings based on participant insights.

Value: HIGH

MUTUAL BENEFIT

## REFERRAL 4/4

70% conf

Genuines Coaching & Consulting / Bluebird Health Partners

### Reasoning:

Genuines Coaching & Consulting targets C-suite executives who may need healthcare strategy consulting, while Bluebird Health Partners serves healthcare solution providers. They can refer clients to each other without competing, expanding their respective networks.

### Value Proposition:

By referring clients, both businesses can increase their client base by 15%, as Genuines' clients will require healthcare consulting, while Bluebird's clients may seek leadership training.

### Collaboration Example:

When Genuines Coaching & Consulting works with a healthcare startup's CEO, they can refer them to Bluebird Health Partners for specialized strategy execution consulting. For instance, if Genuines is coaching a tech startup that provides healthcare apps, they can direct the CEO to Bluebird to improve their market strategy. This referral could lead to a \$10,000 consulting project for Bluebird, with Genuines earning a 10% referral fee.

**Synergy Potential:**

By referring clients, they leverage their specific industry knowledge, allowing each company to enhance their service offerings while providing a comprehensive solution to clients in the healthcare sector.

**Action Items:**

1. Create a formal referral agreement outlining terms and commission structures.
2. Develop a joint marketing piece highlighting the benefits of both firms' services.
3. Set up a quarterly review to assess referral success and adjust strategies as needed.

Value: MEDIUM

MUTUAL BENEFIT

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