

# BUSINESS RELATIONSHIP ANALYSIS

## Celebrate & Smile International Steppers !”

1 Relationship Identified

### BUSINESS PROFILES

#### Celebrate & Smile International Steppers

Contact: Tiffany Barksdale

Industry: Arts & Creative

community/employee enhancement through art of dance

#### flow

Contact: Miguel Camargo

Industry: Professional Services

Coaching

### COLLABORATION 1/1

80% conf

flow !” Celebrate & Smile International Steppers

#### Reasoning:

Flow specializes in coaching, which can complement the community enhancement services provided by Celebrate & Smile International Steppers. By combining coaching with dance, they can enhance personal development while fostering team cohesion in corporate environments.

#### Value Proposition:

By collaborating on workshops, both businesses can attract larger corporate clients, increasing revenue by up to 25% per event through combined offerings.

#### Collaboration Example:

Flow and Celebrate & Smile International Steppers could co-host a 'Dance and Development Day' at a local corporate office, where employees participate in a 2-hour session that includes an hour of team-building dance activities led by Tiffany, followed by a 1-hour coaching session by Miguel focusing on teamwork and communication skills. Each company could charge the corporate client \$1,500 for the event, splitting the fee, leading to a total of \$750 revenue each, while enhancing the employees' skills and morale.

#### Synergy Potential:

This partnership uniquely combines the physical engagement of dance with the mental and emotional growth from coaching, offering a holistic approach that neither could achieve alone.

**Action Items:**

- 1. Schedule a meeting between Miguel and Tiffany to discuss potential workshop themes and logistics.
- 2. Identify 2-3 target corporations in Jacksonville that may benefit from a combined offering.
- 3. Create a joint marketing plan to promote the 'Dance and Development Day' to the identified corporations.

Value: HIGH

MUTUAL BENEFIT

