

BUSINESS RELATIONSHIP ANALYSIS

Bluebird Health Partners !” Celebrate & Smile Inte

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

80% conf

Bluebird Health Partners !” Celebrate & Smile International Steppers

Reasoning:

Bluebird Health Partners could enhance their healthcare consulting services by incorporating employee wellness programs through dance workshops led by Celebrate & Smile International Steppers. This would provide a unique offering to healthcare solution providers focused on employee mental health and engagement.

Value Proposition:

By integrating dance workshops, Bluebird can attract new clients who are looking for innovative employee wellness strategies, potentially increasing revenue by 20% through service diversification.

Collaboration Example:

Bluebird Health Partners could host a series of monthly wellness workshops for healthcare employees, where Celebrate & Smile facilitates dance sessions aimed at reducing workplace stress. For example, during a wellness day event, 50 healthcare employees participate in a fun dance workshop led by Tiffany. Each session costs \$1,000, and Bluebird charges clients for the event planning, generating a combined revenue of \$3,000 per month, while employees report a 40% increase in satisfaction and engagement.

Synergy Potential:

This partnership is unique because it combines strategic healthcare consulting with an innovative, creative approach to employee wellness, appealing to healthcare organizations seeking holistic solutions for their workforce.

Action Items:

1. Schedule a brainstorming session between Bluebird and Celebrate & Smile to outline potential workshop themes.
2. Develop a promotional plan to market the wellness workshops to existing Bluebird clients.
3. Pilot the first workshop at a local healthcare organization and gather feedback for future improvements.

Value: HIGH

MUTUAL BENEFIT

REFERRAL 2/2

70% conf

Celebrate & Smile International Steppers!' Bluebird Health Partners

Reasoning:

Celebrate & Smile could refer their corporate clients to Bluebird Health Partners for healthcare strategy consulting services, particularly in employee wellness, as they serve similar target markets without direct competition.

Value Proposition:

This referral relationship could provide Bluebird with access to new clients looking for healthcare solutions, potentially leading to several new contracts worth \$10,000 each within a year.

Collaboration Example:

After facilitating a successful dance workshop for a local company, Tiffany mentions Bluebird Health Partners to the HR manager, who is seeking to enhance healthcare strategy for employee benefits. The HR manager contacts Cary, leading to a consulting engagement worth \$12,000 to help restructure the company's health benefits package.

Synergy Potential:

This pairing works uniquely because Celebrate & Smile has direct access to companies looking to improve employee relations and can seamlessly introduce them to Bluebird's specialized consulting services.

Action Items:

1. Create a referral agreement outlining benefits for both parties.
2. Provide Celebrate & Smile with informational materials about Bluebird's services to share with clients.
3. Host a joint networking event to introduce both businesses to each other's clientele.

Value: MEDIUM

MUTUAL BENEFIT