

# BUSINESS RELATIONSHIP ANALYSIS

Noseniorleftbehindfl.org !” flow

2 Relationships Identified

## BUSINESS PROFILES

### Noseniorleftbehindfl.org

Contact: Wanda K Jackson

Industry: Professional Services

Assessments for 55 and older in need of a service to help maintain independence.

### flow

Contact: Miguel Camargo

Industry: Professional Services

Coaching

## REFERRAL 1/2

75% conf

flow !” Noseniorleftbehindfl.org

### Reasoning:

Both businesses target individuals in need of support services, particularly older adults who may benefit from coaching on maintaining independence. Flow's coaching services can enhance the well-being of seniors serviced by Noseniorleftbehindfl.org.

### Value Proposition:

By referring clients to each other's services, both businesses can increase their customer base, potentially leading to a 20% increase in client acquisition for both parties.

### Collaboration Example:

Flow offers a free introductory coaching session to seniors referred by Noseniorleftbehindfl.org. In return, Noseniorleftbehindfl.org promotes Flow's coaching services during their assessment sessions, ensuring that seniors understand the importance of mental well-being in maintaining independence.

### Synergy Potential:

The unique synergy lies in their shared commitment to improving the lives of seniors, with Flow focusing on mental resilience and Noseniorleftbehindfl.org providing essential services for physical independence.

### Action Items:

1. Develop a co-branded flyer highlighting the referral program and distribute it to both businesses' networks.

- Set up a monthly meeting to discuss the referral process and share feedback on client outcomes.
- Create a joint social media campaign to promote the benefits of combining coaching with essential services for seniors.

Value: MEDIUM

MUTUAL BENEFIT

## REFERRAL 2/2

70% conf

Noseniorleftbehindfl.org !' flow

### Reasoning:

Noseniorleftbehindfl.org can refer clients who require coaching services to Flow, thus helping seniors navigate their challenges. This referral can lead to more comprehensive support for seniors seeking both physical and mental fortitude.

### Value Proposition:

Noseniorleftbehindfl.org can enhance their service offerings, resulting in a 15% increase in client satisfaction and retention by providing access to coaching services.

### Collaboration Example:

During assessment sessions, Noseniorleftbehindfl.org introduces Flow's coaching services as part of their package for seniors who may feel overwhelmed. This includes a brief presentation on how coaching can help seniors adapt and thrive in their daily lives, thus ensuring a holistic approach to their care.

### Synergy Potential:

This pairing is unique as it blends mental health coaching with essential physical support services, addressing both psychological and practical needs of seniors in a cohesive manner.

### Action Items:

- Create a brochure detailing coaching offerings specifically designed for older adults.
- Establish a tracking system to monitor referrals and their outcomes to assess the effectiveness of the partnership.
- Host a community workshop together that combines assessment for seniors with introductory coaching techniques.

Value: MEDIUM

MUTUAL BENEFIT