

BUSINESS RELATIONSHIP ANALYSIS

Genuine Coaching & Consulting!" The Collective Om

4 Relationships Identified

BUSINESS PROFILES

Genuine Coaching & Consulting

Contact: Reden Dionisio
Industry: Technology
Coaching, Speaking, Training

The Collective Om

Contact: Ashlyn Schwartz
Industry: Health & Wellness
Holistic health services for individuals and small teams

COLLABORATION 1/4

85% conf

Genuine Coaching & Consulting!" The Collective Om

Reasoning:

Genuine Coaching & Consulting specializes in coaching and training, which can directly enhance the holistic health services offered by The Collective Om. By collaborating on workshops that combine personal development with wellness, both businesses can attract a broader audience.

Value Proposition:

This partnership can potentially generate an additional \$10,000 in revenue through joint workshops targeting small businesses and individuals interested in self-growth and wellness services.

Collaboration Example:

Genuine Coaching & Consulting can host a monthly 'Wellness and Leadership' workshop at The Collective Om's facilities. In this workshop, Reden can provide coaching techniques while Ashlyn leads participants through holistic health practices. They charge a \$100 fee per participant, expecting 30 attendees each time, splitting the revenue, thus earning \$1,500 per session.

Synergy Potential:

The unique combination of coaching and holistic health creates a comprehensive approach to personal and professional development, appealing specifically to small business owners and women focused on self-growth, which neither business addresses alone.

Action Items:

1. Schedule a meeting between Reden and Ashlyn to discuss workshop logistics and timelines.
2. Create a joint marketing plan to promote the 'Wellness and Leadership' workshops through social media and email campaigns.
3. Develop workshop content that combines coaching methodologies with wellness practices to ensure a cohesive experience.

Value: HIGH

MUTUAL BENEFIT

REFERRAL 2/4

70% conf

The Collective Om !' Genuines Coaching & Consulting

Reasoning:

The Collective Om serves small businesses and individuals focused on self-growth, which overlaps with Genuines' target market of business owners and corporate executives seeking coaching. They can refer clients who need leadership coaching, creating a win-win situation.

Value Proposition:

This referral relationship could generate an estimated \$5,000 in new client revenue for Genuines through a steady stream of referrals from The Collective Om over the next year.

Collaboration Example:

Ashlyn can refer clients who attend The Collective Om's wellness programs and express interest in leadership development to Genuines. For example, a small business owner in a wellness program may need coaching for team management, leading to a potential \$1,200 coaching package for Genuines.

Synergy Potential:

This relationship amplifies the reach of both businesses, as referrals provide Genuines access to clients already invested in personal development, enhancing their service offerings without additional marketing spend.

Action Items:

1. Establish a referral agreement detailing the terms and process for referring clients.
2. Create a joint resource guide that outlines services offered by both companies for easy reference.
3. Host a networking event to introduce both client bases, fostering immediate connections.

Value: MEDIUM

MUTUAL BENEFIT

COLLABORATION 3/4

85% conf

The Collective Om !' Genuines Coaching & Consulting

Reasoning:

The Collective Om focuses on holistic health, which can complement Genuines Coaching & Consulting's leadership training. By combining wellness services with executive coaching, they can address both personal and professional growth, making offerings more appealing to C-suite clients.

Value Proposition:

Combining services can attract larger corporate contracts, potentially increasing revenue by 20-30% through joint offerings to executive teams.

Collaboration Example:

The Collective Om could provide a customized wellness retreat for executives trained by Genuines at a local venue, such as a weekend getaway. Executives would engage in workshops led by Reden on leadership strategies, while Ashlyn leads yoga and wellness sessions, creating a holistic experience. They could charge \$2,500 per executive, targeting a group of 20, yielding \$50,000 in revenue, split between both businesses.

Synergy Potential:

This partnership uniquely blends health and technology, addressing the growing demand for wellness in corporate environments, setting them apart from traditional coaching or wellness services.

Action Items:

1. Schedule a meeting between Ashlyn and Reden to brainstorm potential retreat themes and logistics.
2. Identify a suitable venue and date for the first joint retreat within the next month.
3. Create a marketing plan highlighting the unique benefits of the retreat for executive teams.

Value: HIGH

MUTUAL BENEFIT

REFERRAL 4/4

70% conf

Genuines Coaching & Consulting !' The Collective Om

Reasoning:

Genuines' target market includes small business owners who may benefit from holistic health services to improve their well-being and productivity. This creates an opportunity for referrals from Genuines to The Collective Om.

Value Proposition:

By referring clients to The Collective Om, Genuines can enhance their service offering while receiving a referral commission, potentially increasing their revenue by 10-15%.

Collaboration Example:

During coaching sessions, Genuines could introduce The Collective Om's services as a way for clients to manage stress and improve work-life balance. For instance, if a small business owner expresses burnout, Reden can refer them to a tailored wellness program at The Collective Om, where they can receive a 10% commission on each referral that books a service.

Synergy Potential:

This pairing capitalizes on the wellness trend among professionals, providing a dual approach to enhancing both mental and physical health in the business community, which is a compelling value proposition.

Action Items:

1. Draft a referral agreement outlining commission structure and client tracking.
2. Develop a joint marketing flyer to share during Genuines' coaching sessions.
3. Set up a monthly check-in to review referral outcomes and success stories.

Value: MEDIUM

MUTUAL BENEFIT
