

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 provides training and coaching that can complement the holistic health services offered by The Collective Om. Both businesses target similar demographics, making a collaborative event beneficial for both parties.

Value Proposition:

By collaborating on a wellness retreat, both businesses could attract a larger audience, potentially generating \$10,000 in combined revenue from ticket sales and sponsorships.

Collaboration Example:

Genuine Coaching & Consulting and The Collective Om could host a two-day wellness retreat where participants engage in holistic health workshops and coaching sessions. For example, Reden would lead a session on leadership in health and wellness while Ashlyn runs a workshop on stress management techniques. They could charge \$500 per participant, expecting at least 40 attendees, leading to \$20,000 in revenue, which they split.

Synergy Potential:

The unique synergy lies in the combination of coaching and holistic health, creating a comprehensive personal development experience that neither business could achieve alone. This pairing directly addresses the self-growth aspirations of their shared target audience.

Action Items:

1. Organize a meeting to outline the retreat agenda and logistics.
2. Develop marketing materials to promote the event through both businesses' channels.
3. Secure a venue that accommodates both coaching and wellness activities.

Value: HIGH

MUTUAL BENEFIT

REFERRAL 2/4

70% conf

The Collective Om | Genuines Coaching & Consulting

Reasoning:

The Collective Om serves small businesses focused on self-growth, which overlaps with the target market of Genuines Coaching & Consulting. Referring clients between the two businesses can enhance service offerings without competition.

Value Proposition:

The Collective Om could refer clients seeking business coaching to Genuines, potentially increasing Genuines' client base by 15% over the next quarter, leading to an estimated additional revenue of \$5,000.

Collaboration Example:

When a small business client approaches The Collective Om seeking not just health services but also business coaching, Ashlyn could refer them directly to Reden, highlighting Genuines' expertise. This could result in a seamless transition for the client, enhancing their overall experience, while both businesses benefit through increased engagement and revenue.

Synergy Potential:

This relationship is unique because The Collective Om can offer a holistic approach to wellness and self-growth while facilitating access to professional coaching, bridging the gap between health and business development.

Action Items:

1. Create a referral agreement outlining mutual benefits and commission structure.
2. Design joint promotional materials highlighting the benefits of both services.
3. Schedule monthly check-ins to review referral outcomes and adjust strategies.

Value: MEDIUM

MUTUAL BENEFIT

COLLABORATION 3/4

80% conf

The Collective Om !' Genuines Coaching & Consulting

Reasoning:

The Collective Om provides holistic health services that could greatly enhance the leadership training programs offered by Genuines Coaching & Consulting. By integrating wellness workshops into their training sessions, they can provide a more comprehensive service to C-suite and executive leaders, helping them manage stress and improve overall well-being.

Value Proposition:

By offering joint wellness workshops, both businesses can increase their client base and revenue by attracting clients interested in both leadership coaching and health services. This could lead to a combined revenue increase of 20% from shared clients over the next quarter.

Collaboration Example:

The Collective Om could lead a half-day wellness retreat for Genuines Coaching's clients, focusing on stress management techniques and mindfulness practices. For instance, during an executive training session, they could provide guided meditation and nutrition workshops, which would be incorporated into Genuines' curriculum. Each participant pays \$150 for the retreat, and both companies split the fees, resulting in \$3,000 revenue for a single session.

Synergy Potential:

The unique synergy comes from combining holistic health with executive coaching, targeting the often-overlooked well-being aspect in leadership development. This collaboration addresses a critical need for holistic approaches in high-stress environments, which makes their offering distinct from typical coaching services.

Action Items:

1. Schedule a meeting between Ashlyn and Reden to discuss potential workshop content and schedule.
2. Develop a marketing plan for the wellness retreat targeting Genuines' existing clients and leads.
3. Create promotional materials that highlight the benefits of holistic health in leadership and distribute them through both businesses' networks.

Value: HIGH

MUTUAL BENEFIT

REFERRAL 4/4

70% conf

Genuines Coaching & Consulting !' The Collective Om

Reasoning:

Genuines Coaching & Consulting serves small business owners and executive leaders who may also benefit from holistic health services provided by The Collective Om. Referring clients for wellness services can enhance their leadership training outcomes, creating a win-win situation.

Value Proposition:

By establishing a referral program, Genuines can earn commission on new clients they direct to The Collective Om, while The Collective Om gains access to a new customer base from Genuines' clientele. This could lead to at least 10 new clients per month for The Collective Om, translating to approximately \$5,000 in revenue.

Collaboration Example:

Genuines Coaching could include a referral card for The Collective Om in their training materials, offering a 10% discount on services for any client referred. For example, if a small business owner from Genuines takes up a package from The Collective Om, both businesses would benefit from the shared revenue and enhanced service experience, with Genuines earning a commission on each referral.

Synergy Potential:

This pairing is unique because it connects professional development with personal well-being, providing a comprehensive support system for leaders. The referral program allows both businesses to enhance their service offerings without significant additional effort.

Action Items:

1. Draft a formal referral agreement outlining commission structures and processes.
2. Train Genuines Coaching staff on The Collective Om's services to ensure they can effectively refer clients.
3. Launch a joint marketing campaign promoting the referral program to both businesses' networks.

Value: MEDIUM

MUTUAL BENEFIT
