

BUSINESS RELATIONSHIP ANALYSIS

Celebrate & Smile International Steppers !” Genuines

2 Relationships Identified

BUSINESS PROFILES

Celebrate & Smile International Steppers

Contact: Tiffany Barksdale

Industry: Arts & Creative

community/employee enhancement through art of dance

Genuines Coaching & Consulting

Contact: Reden Dionisio

Industry: Technology

Coaching, Speaking, Training

COLLABORATION 1/2

80% conf

Genuines Coaching & Consulting !” Celebrate & Smile International Steppers

Reasoning:

Genuines Coaching & Consulting specializes in enhancing leadership and team dynamics, which aligns well with Celebrate & Smile International Steppers' focus on employee enhancement through dance. By collaborating, they can create unique workshops that fuse coaching with interactive dance sessions, improving employee morale and productivity.

Value Proposition:

This partnership could generate an estimated \$10,000 in revenue from corporate clients seeking team-building experiences, as well as increased exposure to each other's customer bases.

Collaboration Example:

Genuines Coaching & Consulting could host a two-day corporate retreat where employees of a local company participate in leadership coaching sessions followed by dance workshops led by Celebrate & Smile. For instance, during the retreat, teams could engage in a 'Dance Your Leadership Style' activity, where they reflect on leadership principles through choreographed movements. This would not only enhance learning but also provide a fun and memorable team-building experience, with each business receiving \$5,000 from the corporate client, split evenly.

Synergy Potential:

This pairing stands out because it uniquely combines cognitive leadership development with the physical expression of dance, allowing for a holistic approach to employee engagement that neither could achieve alone.

Action Items:

1. Schedule a meeting between Reden Dionisio and Tiffany Barksdale to discuss the retreat concept in detail.
2. Create a joint marketing plan targeting local businesses and corporate clients to promote the retreat.
3. Develop a feedback mechanism to gather participant insights that can enhance future workshops.

Value: HIGH

MUTUAL BENEFIT

REFERRAL 2/2

70% conf

Celebrate & Smile International Steppers!' Genuines Coaching & Consulting

Reasoning:

Celebrate & Smile International Steppers targets companies looking to enhance employee relations, which are often the same businesses that would benefit from Genuines Coaching & Consulting's leadership training services. By referring clients to each other, they can create a mutually beneficial referral network.

Value Proposition:

Each referral could potentially lead to \$2,000 in consulting fees for Genuines, while Celebrate & Smile could see an increase in their client base and engagement opportunities.

Collaboration Example:

Whenever Celebrate & Smile conducts a dance workshop for a corporate client, they could introduce Reden's coaching services by providing brochures or even scheduling a short presentation about the benefits of leadership training. For instance, after a successful workshop for a tech firm, Tiffany could refer the client to Reden, who then arranges a follow-up consultation, potentially leading to a \$2,000 contract.

Synergy Potential:

This relationship leverages the arts and coaching to create enriched employee experiences, making the referrals more impactful as they promote comprehensive solutions for corporate wellness.

Action Items:

1. Develop a referral agreement outlining terms and potential commission structures.
2. Create marketing materials that highlight both businesses' services for distribution during events.
3. Host a joint webinar showcasing the benefits of combining dance and coaching for employee engagement.

Value: MEDIUM

MUTUAL BENEFIT