

JAX Bridges

Business Relationship Analysis

December 12, 2025

Genuines Coaching & Consulting

- Technology

Coaching, Speaking, Training

Contact Information

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TARGET MARKET

C suite, Exec Leaders, Small Business Owners

CURRENT NEEDS

Strategic, Potential Partnerships

Partnership Opportunities (24)

1 Jazzi's Creations

Events & Gifts

85%

<-> Bidirectional

<- WHAT THEY PROVIDE (Collaboration)

Jazzi's Creations can leverage Genuines Coaching & Consulting's expertise in team dynamics to enhance their team-building workshops. By integrating coaching strategies into Jazzi's craft sessions, they can provide a more enriching experience that appeals to corporate clients.

VALUE: Increased revenue through enhanced workshop offerings, estimated additional \$1,500 per workshop as corporate clients are willing to pay for improved employee engagement.

> WHAT YOU PROVIDE (Referral)

Genuines Coaching & Consulting works with C-suite executives and small business owners who may be looking for unique corporate gifts or team-building activities, which Jazzi's Creations specializes in. Referring clients to each other can create a steady stream of business.

VALUE: Potential for at least 10 referrals per quarter, generating an estimated additional \$5,000 in revenue for Jazzi's Creations.

[!] PARTNERSHIP SCENARIO

Jazzi's Creations hosts a workshop where Genuines Coaching leads a 2-hour session on team building followed by a creative craft activity where employees design their own team mugs. Each participant pays \$100, and with 20 attending, Jazzi earns \$2,000, while Genuines earns \$500 for their coaching services, resulting in a combined engagement that strengthens client relationships for both businesses.

[*] UNIQUE SYNERGY

The unique pairing of hands-on creativity with strategic coaching enhances the value proposition for corporate clients, making their team-building events more memorable and impactful than traditional offerings.

NEXT STEPS:

- 1 Schedule a meeting between Jasmyn and Reden to brainstorm workshop ideas.
- 2 Develop a joint marketing plan to promote the new workshop offering to local businesses.
- 3 Create a feedback mechanism post-workshop to measure results and refine future collaborations.

2 Be Present Detalles

Professional Services

85%

<-> Bidirectional

<- WHAT THEY PROVIDE (Collaboration)

Be Present Detalles specializes in creating memorable events and experiences that cater to busy professionals, which aligns perfectly with the coaching and training sessions provided by Genuines Coaching & Consulting. By collaborating, they can offer comprehensive packages that enhance both personal development and networking opportunities.

VALUE: This collaboration could generate an estimated additional revenue of \$10,000 per quarter through bundled service offerings, attracting more clients from both target markets.

-> WHAT YOU PROVIDE (Referral)

Genuines Coaching & Consulting targets C-suite executives and small business owners who may be in need of professional event management for corporate retreats or team-building activities. Referring clients to Be Present Detalles can provide additional value to their coaching clients.

VALUE: This referral relationship could lead to an additional \$5,000 per quarter through ongoing event management services requested by executives seeking help with corporate events.

[!] PARTNERSHIP SCENARIO

Be Present Detalles could plan a two-day leadership retreat for C-suite executives, featuring workshops by Genuines Coaching & Consulting. The retreat includes luxury accommodations, catered meals, and personalized coaching sessions, with a total package fee of \$15,000. Both businesses share the profits, enhancing their portfolios and client bases.

[*] UNIQUE SYNERGY

This partnership uniquely combines event management with professional coaching, creating a holistic development experience that neither business could offer alone, thereby increasing their appeal to high-level professionals seeking both learning and networking.

NEXT STEPS:

- 1 Schedule a meeting between De'Ana and Reden to brainstorm retreat themes and logistics.
- 2 Develop a joint marketing plan to promote the leadership retreat to both businesses' target audiences.
- 3 Create a feedback mechanism to gather insights from participants for future collaborations.

3 WhitBits Cookies

Professional Services

85%

<-> Bidirectional

<- WHAT THEY PROVIDE (Collaboration)

WhitBits Cookies can provide homemade cookies for Genuines Coaching & Consulting's workshops and training sessions, creating a welcoming atmosphere. This partnership can enhance the overall experience for participants, leading to better retention and satisfaction.

VALUE: By offering cookies at Genuines' events, WhitBits could see an increase in bulk orders, potentially generating an additional \$1,000 per month in revenue. Genuines enhances its service offering, making workshops more appealing.

-> WHAT YOU PROVIDE (Referral)

Genuines Coaching & Consulting serves a clientele of C-suite executives and event planners who frequently organize corporate events. They can refer WhitBits Cookies as a reliable vendor for catering needs, thus providing added value

to their clients.

VALUE: Genuines can earn referral fees or commissions from WhitBits for each introduction that leads to a sale, potentially boosting their revenue by \$500 per quarter. WhitBits gains access to high-value clients without extensive marketing efforts.

[!] PARTNERSHIP SCENARIO

During a leadership training session, Genuines provides a half-day workshop for executives, and WhitBits delivers a selection of their signature cookies. Participants enjoy the cookies during breaks, leading to a more relaxed and productive environment. Genuines promotes the partnership in their marketing materials, showcasing the unique experience, while WhitBits gains exposure to a new audience of corporate clients.

[*] UNIQUE SYNERGY

This partnership is unique because it combines a personal touch of homemade treats with professional development, differentiating Genuines' offerings from competitors. The warmth of WhitBits' cookies adds a memorable element to Genuines' services.

NEXT STEPS:

- 1 Schedule a meeting between Whitney and Reden to discuss specific event opportunities.
- 2 Create a menu of cookie options tailored for corporate events and workshops.
- 3 Develop co-marketing materials highlighting the partnership and its benefits for potential clients.

4 Organize Design Create

Marketing & Design

85%

<-> Bidirectional

<- WHAT THEY PROVIDE (Referral)

Organize Design Create can refer clients needing coaching, particularly startups and small businesses looking for strategic guidance. Conversely, Genuines can refer clients needing marketing strategies, leading to a mutually beneficial referral system.

VALUE: The referral relationship could boost client acquisition for both businesses, increasing overall revenue without substantial marketing costs.

-> WHAT YOU PROVIDE (Collaboration)

Genuines Coaching & Consulting specializes in coaching and training for executives and small business owners, which aligns with Organize Design Create's focus on marketing for entrepreneurs and small businesses. This collaboration allows both businesses to offer a comprehensive package to their clients, enhancing value for both parties.

VALUE: By collaborating on joint offerings, Genuines can access Organize Design Create's clients, potentially increasing revenue through bundled services, while Organize Design Create can enhance its service offerings, attracting higher-tier clients.

[!] PARTNERSHIP SCENARIO

Genuines hosts a workshop titled 'Elevate Your Brand: The Executive's Guide to Marketing' at Organize Design Create's studio. During the session, Reden provides executive coaching insights while Victoria showcases practical marketing strategies. They charge \$250 per attendee, expecting 20 attendees. Both businesses split the revenue, gaining exposure and new client leads.

[*] UNIQUE SYNERGY

The unique synergy lies in combining high-level coaching with practical marketing strategies, creating a holistic approach to business growth that neither could achieve independently. This pairing provides clients with both mindset shifts and actionable tactics.

NEXT STEPS:

- 1 Schedule an initial meeting to discuss workshop topics and logistics.
- 2 Create a joint marketing plan to promote the workshop through both businesses' channels.
- 3 Set a date for the workshop and finalize the venue details at Organize Design Create's studio.

5

flow

Professional Services

80%

<-> Bidirectional

<- WHAT THEY PROVIDE (Collaboration)

Both flow and Genuines Coaching & Consulting operate in the coaching space but focus on different aspects. Flow provides coaching services and could gain from Genuines' expertise in technology and training, while Genuines could enhance their offerings with flow's personalized coaching approach.

VALUE: By collaborating, flow could increase its market reach by tapping into Genuines' established client base, potentially increasing revenue by 20% through shared workshops and co-branded services.

-> WHAT YOU PROVIDE (Referral)

Genuines Coaching & Consulting serves C-suite executives and small business owners, who may also benefit from flow's specialized coaching services. Genuines can refer clients who need more personalized coaching.

VALUE: Through referral arrangements, Genuines could earn referral fees or commissions, increasing their revenue by 10% while providing added value to their clients.

[!] PARTNERSHIP SCENARIO

Flow and Genuines could co-host a series of workshops targeting small business owners looking to leverage technology in their operations. For example, they could organize a workshop titled 'Tech-Driven Leadership: Elevate Your Business with Coaching and Tools,' where flow provides leadership coaching while Genuines showcases tech solutions. They can charge \$500 per participant and aim for 30 participants, generating \$15,000 in revenue, split equally.

[*] UNIQUE SYNERGY

This partnership uniquely combines flow's personalized coaching with Genuines' tech solutions, creating a comprehensive service that addresses both leadership and technological advancement, which is rare in the Jacksonville market.

NEXT STEPS:

- 1 Schedule a meeting to discuss potential workshop themes and logistics.
- 2 Draft a joint marketing plan to promote the workshops through social media and email newsletters.
- 3 Set a timeline for the first workshop, aiming to launch within the next month.

6

IV Creative

Marketing & Design

80%

<-> Bidirectional

<- WHAT THEY PROVIDE (Referral)

IV Creative specializes in content creation for local businesses, while Genuines Coaching & Consulting targets C-suite executives and small business owners. This overlap allows for mutual referrals, where IV Creative can refer clients needing executive coaching or consulting, and Genuines can refer clients in need of marketing and design services.

VALUE: By exchanging referrals, both businesses can tap into each other's client bases, potentially increasing their customer reach by 20-30%.

-> WHAT YOU PROVIDE (Referral)

Genuines Coaching & Consulting works with C-suite and executive leaders who can benefit from marketing services to enhance their company image. They can refer clients to IV Creative for tailored marketing strategies, creating a pathway for additional revenue.

VALUE: By referring clients to IV Creative, Genuines can enhance their service offering, potentially increasing client satisfaction and retention while earning commission on referrals.

[!] PARTNERSHIP SCENARIO

Iliana from IV Creative can identify local small businesses that may benefit from Genuines' coaching services and refer them directly. In return, Reden can recommend IV Creative to his clients who need help with their marketing efforts. For instance, if a small business owner attends a workshop led by Genuines and expresses struggles with their marketing, Reden can give them IV Creative's contact details directly, facilitating immediate business for both parties.

[*] UNIQUE SYNERGY

The unique synergy lies in their complementary services; one focuses on content creation while the other enhances leadership and business strategy. This dual approach can significantly elevate the value offered to mutual clients, making them more competitive.

NEXT STEPS:

- 1 Schedule a meeting next week to discuss mutual referral opportunities and define specific target client profiles.
- 2 Create a joint referral program with incentives for both businesses to encourage cross-promotion.
- 3 Develop a shared resource document outlining each business's services to facilitate easier referrals.

7 The Collective Om

Health & Wellness

80%

<-> Bidirectional

<- WHAT THEY PROVIDE (Collaboration)

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: 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.

-> WHAT YOU PROVIDE (Referral)

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: 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.

[!] PARTNERSHIP SCENARIO

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.

[*] UNIQUE SYNERGY

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.

NEXT STEPS:

- 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.

8 The P-Way Solutions LLC

Real Estate

80%

<-> Bidirectional

<- WHAT THEY PROVIDE (Referral)

Both businesses target similar customer segments, including small business owners and executives. The P-Way Solutions can refer Genuines Coaching & Consulting to its clients who need leadership training, while Genuines can recommend P-Way's cleaning services to businesses looking to maintain a professional environment.

VALUE: The P-Way Solutions can tap into Genuines' network for new contracts, potentially increasing revenue by 20%. Genuines gains access to a steady stream of referrals from P-Way's client base.

-> WHAT YOU PROVIDE (Referral)

Genuines Coaching & Consulting specializes in coaching executives and small business owners who may require reliable janitorial services to maintain their office environments. By referring clients to The P-Way Solutions, Genuines can enhance their service offerings without direct competition.

VALUE: Genuines can offer their clients improved workspace conditions through P-Way's services, potentially increasing client satisfaction and retention rates. P-Way could see an increase in business contracts from Genuines' referrals, targeting a revenue boost of 15%.

!! PARTNERSHIP SCENARIO

During a networking event, The P-Way Solutions introduces Genuines Coaching & Consulting to a local small business that is struggling with employee engagement. After a series of coaching sessions, the business reports improved morale and productivity, leading to a contract for P-Way to maintain their office cleanliness, generating \$10,000 in revenue for P-Way and further establishing Genuines' reputation.

[*] UNIQUE SYNERGY

The unique synergy arises from their complementary services; while P-Way focuses on creating a clean workspace, Genuines enhances the leadership and coaching skills of those within that space, creating a holistic approach to business improvement.

NEXT STEPS:

- 1 Schedule a joint meeting to discuss referral opportunities and establish a formal referral agreement.
- 2 Create joint marketing materials highlighting how both services can benefit small businesses.
- 3 Attend local business networking events together to leverage each other's contacts.

9 Relax Relate & Release

Health & Wellness

80%

<-> Bidirectional

<- WHAT THEY PROVIDE (Referral)

Relax Relate & Release targets veterans who often seek holistic wellness solutions, while Genuines Coaching & Consulting focuses on C-suite executives and small business owners, who may also have connections to veterans. This presents a unique opportunity for cross-referrals without direct competition.

VALUE: This relationship could increase both businesses' client base by 20%, with Relax Relate & Release potentially gaining access to small business owners who value wellness services for their employees.

-> WHAT YOU PROVIDE (Collaboration)

Genuines Coaching & Consulting could create a wellness workshop focusing on stress management, integrating massage therapy sessions from Relax Relate & Release. This collaboration aligns with both businesses' missions to enhance well-being, while also attracting new clients.

VALUE: This partnership could generate additional revenue through workshop fees, with potential earnings of \$3,000 per event, while also promoting each business's services to a wider audience.

!! PARTNERSHIP SCENARIO

Hazel Lee could refer veteran clients looking for business coaching to Reden Dionisio, while Reden could direct small business owners interested in wellness programs to Hazel. For instance, after a coaching session, Reden could suggest his clients explore stress relief options like massage therapy, creating a seamless client experience.

[*] UNIQUE SYNERGY

This pairing is unique because both businesses focus on enhancing well-being—one physically through massage therapy and the other mentally through coaching, allowing for a comprehensive approach to health that appeals to their respective markets.

NEXT STEPS:

- 1 Establish a formal referral program where both businesses can track and incentivize referrals.
- 2 Create joint marketing materials highlighting the benefits of physical and mental wellness for veterans and executives.
- 3 Set up a quarterly meeting to review referral successes and adjust strategies as needed.

10 JAX AI Agency

Technology

75%

<-> Bidirectional

<- WHAT THEY PROVIDE (Collaboration)

JAX AI Agency specializes in AI and technology consulting, which can greatly enhance the training and coaching services offered by Genuines Coaching & Consulting. By integrating AI solutions into their coaching programs, Genuines can provide more personalized insights to C-suite leaders, thereby enhancing their value proposition.

VALUE: By collaborating, JAX AI Agency can increase its client base by reaching C-suite executives through Genuines, while Genuines can enhance its offerings and potentially increase its service fees due to added value, targeting a revenue increase of 20%.

> WHAT YOU PROVIDE (Referral)

Genuines Coaching & Consulting serves small business owners who may require technology and AI consulting services from JAX AI Agency. By referring clients interested in modernizing their operations, Genuines can expand its service offerings while assisting its clients.

VALUE: This referral partnership can lead to increased client acquisition for JAX AI, while Genuines can earn referral fees or commissions, potentially generating an additional revenue stream of 15% on referred sales.

[!] PARTNERSHIP SCENARIO

JAX AI Agency could develop an AI-driven analytics tool that helps Genuines Coaching & Consulting assess the strengths and weaknesses of executives in real-time during training sessions. For example, during a workshop, Genuines could use the tool to instantly analyze participant feedback and performance metrics, allowing them to adjust their coaching approach on the spot. This collaboration not only showcases JAX AI's tech capabilities but also elevates Genuines' coaching services, potentially attracting more clients.

[*] UNIQUE SYNERGY

This pairing is unique as JAX AI brings cutting-edge AI technology, while Genuines has direct access to high-level executives who can benefit from tailored AI insights, creating a bridge between innovative technology and executive coaching.

NEXT STEPS:

- 1 Schedule an introductory meeting between Vic Bushe and Reden Dionisio to discuss potential integration of AI tools into coaching programs.
- 2 Identify specific coaching workshops that could benefit from AI analytics and design a pilot project.
- 3 Develop a marketing plan to promote the new AI-enhanced coaching services to local businesses in Jacksonville.

11 Genuines Coaching & Consulting

Technology

75%

> One-way

<- WHAT THEY PROVIDE (partner)

Both businesses operate in the same industry, providing coaching and consulting services targeted at similar client segments. They can combine their expertise to create comprehensive programs that enhance their value proposition.

VALUE: By partnering, they could create a joint leadership program that could attract more clients, potentially increasing revenue by 30% through shared marketing efforts and combined service offerings.

[!] PARTNERSHIP SCENARIO

Genuines Coaching & Consulting can co-host a leadership summit for C-suite executives, featuring joint workshops and keynote sessions. They secure a venue, invite top industry speakers, and market the event together. This would not only enhance their credibility but also allow them to split the \$20K event cost while generating an estimated \$100K in ticket sales and sponsorships.

[*] UNIQUE SYNERGY

The unique synergy lies in their shared brand identity and client understanding, allowing them to create tailored programs that neither could develop as effectively alone. Their combined networks can lead to greater outreach and engagement.

NEXT STEPS:

- 1 Develop a joint marketing plan for the leadership program, outlining target audiences and promotional strategies.
- 2 Identify potential venues and speakers for the leadership summit and secure commitments.
- 3 Create a shared branding strategy to ensure consistent messaging across both businesses during the event.

12 Bluebird Health Partners

Technology

75%

<-> Bidirectional

<- WHAT THEY PROVIDE (Collaboration)

Bluebird Health Partners specializes in healthcare strategy execution, while Genuines Coaching & Consulting focuses on coaching and training for executives. By collaborating, they can create a comprehensive program that enhances leadership skills specifically for healthcare executives, addressing a niche market's needs.

VALUE: By developing a joint training program, both businesses could attract healthcare executives looking to improve their leadership skills and strategic insight, potentially generating \$10,000 in combined revenue from a series of workshops.

> WHAT YOU PROVIDE (Referral)

Genuines Coaching & Consulting serves C-suite executives and leaders, many of whom are decision-makers at healthcare solution providers. Bluebird Health Partners can benefit from referrals from Genuines for their healthcare strategy consulting services.

VALUE: By referring clients to Bluebird, Genuines can earn commission on successful leads, potentially earning \$5,000 in referral fees from a few contracts that Bluebird secures through this channel.

[!] PARTNERSHIP SCENARIO

Bluebird Health Partners and Genuines Coaching & Consulting could co-host a one-day leadership summit for healthcare executives next month. The event would feature breakout sessions led by Cary on healthcare strategy and by Reden on executive coaching techniques. Each business could charge attendees \$500, aiming for 40 participants, resulting in \$20,000 in revenue, split between them.

[*] UNIQUE SYNERGY

This partnership uniquely combines deep healthcare industry knowledge with executive coaching, creating tailored solutions that neither could offer alone. Their combined expertise positions them to address specific pain points in healthcare leadership training.

NEXT STEPS:

- 1 Schedule a brainstorming session to outline potential summit topics and objectives.
- 2 Develop marketing materials targeting healthcare executives to promote the leadership summit.
- 3 Identify a suitable venue and set a date for the event within the next month.

13 Enriquez Aesthetics

Professional Services

75%

<-> Bidirectional

<- WHAT THEY PROVIDE (Referral)

Enriquez Aesthetics targets individuals focused on improving their skin condition, while Genuines Coaching & Consulting serves C-suite executives and small business owners. These groups often overlap, as executives may seek self-care services to manage stress and personal image.

VALUE: By referring clients, Enriquez Aesthetics can tap into Genuines' network, potentially increasing customer base by 20%, while Genuines can offer enhanced wellness options to their clients, improving client retention.

> WHAT YOU PROVIDE (Referral)

Genuines Coaching & Consulting's clientele often includes individuals who value personal development and self-care. Referring their clients to Enriquez Aesthetics for luxury facial experiences aligns with their focus on holistic well-being.

VALUE: Genuines can enhance their service offerings, potentially increasing their package sales by 15% through added referrals, while Enriquez Aesthetics can gain new clients from Genuines' established network.

!! PARTNERSHIP SCENARIO

Genuines Coaching & Consulting could include a voucher for a luxury facial experience with every coaching package sold. For instance, if a small business owner purchases a \$2,000 coaching package, they receive a \$200 voucher for a luxury facial. This not only enhances the perceived value of Genuines' services but also drives new clientele to Enriquez Aesthetics.

[*] UNIQUE SYNERGY

The combination of high-end skincare and executive coaching creates a unique emphasis on personal wellness and self-care, appealing strongly to high-stress professionals who prioritize both appearance and mental well-being.

NEXT STEPS:

- 1 Develop a referral agreement outlining terms and benefits for each business.
- 2 Create a joint marketing campaign to announce the partnership, targeting both client bases.
- 3 Host a networking event where both businesses can present their offerings, promoting the referral opportunity.

14 Tosh's Urban Garden

Health & Wellness

75%

<-> Bidirectional

<- WHAT THEY PROVIDE (Referral)

Both Tosh's Urban Garden and Genuines Coaching & Consulting serve health-conscious individuals and executives who are likely to appreciate natural wellness approaches. They do not compete directly, making referrals mutually beneficial.

VALUE: By referring clients, Tosh's Urban Garden could potentially increase sales of herbal products by 15%, while Genuines Coaching could enhance its service offerings, increasing client satisfaction and retention.

> WHAT YOU PROVIDE (Collaboration)

Genuines Coaching specializes in training and development for business leaders, which could incorporate wellness components from Tosh's Urban Garden to enhance their coaching sessions. This collaboration would provide added value to both businesses.

VALUE: This collaboration could lead to a 10% increase in Genuines' client engagement, while boosting Tosh's brand exposure to a new audience, potentially increasing sales by 20% through direct workshops.

!! PARTNERSHIP SCENARIO

Tosh's Urban Garden could provide Genuines Coaching with samples of their herbal teas and tinctures to gift to clients during coaching sessions. For example, after a strategic planning workshop, Genuines could give attendees a curated wellness package, which could include a calming tea blend. This would enhance the perceived value of Genuines' services while promoting Tosh's products.

[*] UNIQUE SYNERGY

This pairing is unique because it combines wellness with executive coaching, creating a holistic approach to leadership that integrates mental health and productivity—an increasingly sought-after combination in today's corporate landscape.

NEXT STEPS:

- 1 Schedule a meeting between Latachia Kins-Hunt and Reden Dionisio to discuss referral arrangements.
- 2 Develop a co-branded wellness package that includes Tosh's products for Genuines' clients.
- 3 Pilot a referral program where Genuines offers discounts on Tosh's products for their clients and vice versa.

15 Communikate Design & Marketing

Marketing & Design

75%

-> One-way

<- WHAT THEY PROVIDE (Referral)

Communikate Design & Marketing targets service businesses and entrepreneurs, while Genuines Coaching & Consulting focuses on C-suite executives and small business owners. This overlap allows for mutual referrals where Communikate can send clients seeking coaching and consulting services to Genuines, and vice versa for marketing needs.

VALUE: Increased client base through referrals, potentially increasing revenue by 20% for both businesses.

[!] PARTNERSHIP SCENARIO

When Communikate signs a new client from the startup sector looking for branding services, they can refer them to Genuines for executive coaching tailored to new business leaders. In return, Genuines can refer clients needing marketing strategies to Communikate, creating a steady flow of qualified leads for both parties.

[*] UNIQUE SYNERGY

The unique synergy comes from their complementary skill sets; while Communikate focuses on creative marketing solutions, Genuines provides critical coaching for leadership, making them a comprehensive resource for startup founders and small business owners.

NEXT STEPS:

- 1 Schedule a meeting between Kate Reeve and Reden Dionisio to discuss mutual referral opportunities.
- 2 Develop a referral agreement outlining terms and incentives for both businesses.
- 3 Create joint marketing materials that showcase both businesses' services to potential clients.

16 We buy any house

Professional Services

75%

<-> Bidirectional

<- WHAT THEY PROVIDE (Referral)

We Buy Any House frequently interacts with homeowners in distress who may also need business coaching or consulting. Referring these clients to Genuines Coaching & Consulting can provide value to their clients, while also enhancing We Buy Any House's service offerings.

VALUE: Each referral from We Buy Any House can potentially lead to a consulting contract worth thousands, enhancing both businesses' revenue streams.

> WHAT YOU PROVIDE (Referral)

Genuines Coaching & Consulting targets C-suite executives and small business owners, many of whom may have real estate holdings. If these clients need to sell distressed properties, they could be referred to We Buy Any House. Conversely, We Buy Any House can refer clients looking for business guidance to Genuines Coaching & Consulting.

VALUE: Increased client referrals can lead to a potential 15-20% increase in revenue for both businesses, tapping into each other's customer networks.

[!] PARTNERSHIP SCENARIO

During a quarterly seminar for C-suite leaders, Genuines Coaching & Consulting can distribute a resource guide that includes We Buy Any House as a trusted partner for selling distressed properties. If just 10% of attendees refer a client, that could

generate 3-5 new leads for We Buy Any House worth \$100,000 in total property sales.

[*] UNIQUE SYNERGY

This pairing is unique because while Genuines focuses on high-level business coaching, their clientele often has real estate implications, creating a direct pathway for referrals that is not typical in general coaching services.

NEXT STEPS:

- 1 Schedule a joint meeting to discuss referral terms and define an agreement.
- 2 Create marketing materials highlighting both services to distribute at events.
- 3 Host a webinar together focused on financial strategies for distressed property owners.

17 Jamz Trainings

Health & Wellness

75%

<-> Bidirectional

<- WHAT THEY PROVIDE (Referral)

Jamz Trainings targets middle-age recreational athletes who may be looking to improve their performance, while Genuines Coaching & Consulting focuses on C-suite and small business owners who may have an interest in physical fitness and wellness for better performance. They can refer clients to each other without competing for the same market.

VALUE: Increased client referrals can lead to a potential revenue boost of 20% for both businesses as they tap into each other's networks.

> WHAT YOU PROVIDE (Collaboration)

Genuines Coaching can help Jamz Trainings enhance its business strategies and leadership skills, while Jamz can provide wellness workshops for Genuines' clients, creating value for both parties.

VALUE: By collaborating on workshops, both businesses can attract new clients and enhance their service offerings, potentially increasing revenue by 30% through cross-promotion.

[!] PARTNERSHIP SCENARIO

Jamz Trainings could refer middle-aged executives from Genuines Coaching to its personal training sessions, while Genuines might recommend their clients to Jamz for sports massage therapy to enhance recovery and wellness. This referral could lead to at least 10 new clients for Jamz within a month, generating an additional \$2,500 in revenue.

[*] UNIQUE SYNERGY

The unique synergy lies in the shared emphasis on performance enhancement; both businesses can elevate their clients' physical and mental capabilities, creating a holistic approach to wellness.

NEXT STEPS:

- 1 Set up a referral program with clear incentives for both businesses.
- 2 Create co-branded marketing materials that highlight the referral relationship.
- 3 Schedule monthly check-ins to discuss client feedback and referral success.

18 MyahnArt LLC

Marketing & Design

75%

<-> Bidirectional

<- WHAT THEY PROVIDE (Collaboration)

MyahnArt LLC could enhance the aesthetic experience of Genuines Coaching & Consulting's events by providing live painting during their training sessions or speaking engagements. This would not only elevate the event's atmosphere but also position both businesses as innovative leaders in their respective fields.

VALUE: By integrating live art into Genuines' events, they could charge higher fees for a unique experience, potentially increasing revenue by 20-30%. MyahnArt gains exposure to high-level executives who may require their services in the future.

> WHAT YOU PROVIDE (Referral)

Genuines Coaching & Consulting frequently works with small business owners and executives who may appreciate unique artistic services for their offices or events. Referring MyahnArt's services can enhance their own offerings and provide clients with valuable creative solutions.

VALUE: By referring clients to MyahnArt, Genuines could potentially earn referral fees or commissions, while also strengthening their client relationships through value-added services.

[!] PARTNERSHIP SCENARIO

During an upcoming C-suite leadership retreat, MyahnArt LLC could set up a live painting station that visually represents the themes of the retreat. As Reden Dionisio speaks on leadership, Myah Freeman creates a mural that illustrates key takeaways, providing attendees with a unique piece of art that embodies their learning experience. This engagement can be marketed as a premium offering, boosting Genuines' event fees and MyahnArt's portfolio.

[*] UNIQUE SYNERGY

This partnership stands out because it uniquely combines artistic expression with executive training, creating a memorable experience that differentiates Genuines' events from competitors.

NEXT STEPS:

- 1 Schedule a meeting to discuss potential upcoming events and outline specific themes for live painting.
- 2 Develop a pricing structure that reflects the added value of live art at events.
- 3 Create promotional material highlighting the collaboration to attract potential clients.

19 Grayland Real Estate

75%

<-> Bidirectional

<- WHAT THEY PROVIDE (Referral)

Grayland serves commercial lenders and property owners who may need coaching for business strategy and leadership development. Genuines Coaching & Consulting can refer its clients in the real estate sector to Grayland for appraisal services, enhancing their client value.

VALUE: By referring clients to each other, both businesses can increase their client base; Grayland could gain 5-10 new appraisal clients annually, equating to an additional \$20,000-\$40,000 in revenue.

-> WHAT YOU PROVIDE (Referral)

Genuines Coaching works with small business owners who might need appraisal services for their properties or real estate investments. By referring clients to Grayland, Genuines can enhance their service offerings.

VALUE: Through this referral arrangement, Genuines can offer its clients access to appraisal services, potentially adding more value to its coaching packages and allowing both businesses to tap into a wider market.

[!] PARTNERSHIP SCENARIO

Grayland can provide Genuines Coaching with a list of its commercial lender clients who might benefit from executive coaching. In return, Genuines can offer a free initial consultation to these clients, helping them improve their leadership skills while promoting Grayland's appraisal services, effectively creating a win-win scenario.

[*] UNIQUE SYNERGY

This partnership is unique because it bridges the gap between real estate appraisal and business coaching, allowing clients to enhance their operational strategy while ensuring their property investments are accurately valued.

NEXT STEPS:

- 1 Set up a meeting between Lauren Hubel and Reden Dionisio to discuss referral processes.
- 2 Create a mutually beneficial referral program with specific incentives.
- 3 Develop marketing materials to promote this referral relationship to both client bases.

20 **Free Agents Inc**
Professional Services

75%

<-> Bidirectional

<- WHAT THEY PROVIDE (partner)

Both businesses target professionals and organizations that require expertise in leadership and operational efficiency. Free Agents Inc could leverage Genuines Coaching & Consulting's training programs to enhance their service offerings, while Genuines could utilize Free Agents' network to reach a wider audience.

VALUE: By collaborating, Free Agents can potentially increase their service diversity and revenue by 20% through bundled offerings, while Genuines can access a broader client base, increasing their customer acquisition rates.

> WHAT YOU PROVIDE (Referral)

Both businesses serve similar target markets, but without direct competition. Genuines Coaching & Consulting can refer clients needing specialized business solutions to Free Agents Inc, while Free Agents can refer clients looking for coaching to Genuines.

VALUE: This referral relationship can enhance both businesses' offerings, potentially increasing client retention rates and generating additional revenue streams through referral fees, estimated at 10% of the first project fee.

[!] PARTNERSHIP SCENARIO

Free Agents Inc could bundle their business issue resolution services with Genuines' executive coaching workshops. For example, they could offer a package where a client receives a strategic consultation and a follow-up coaching session for C-suite leaders. This could be marketed as a comprehensive solution for organizations undergoing transitions, with a projected revenue of \$10,000 from the first three clients in the pilot phase.

[*] UNIQUE SYNERGY

The unique synergy arises from combining Free Agents' deep operational insights with Genuines' executive coaching expertise, creating a holistic business improvement package that neither could offer alone.

NEXT STEPS:

- 1 Schedule a meeting between James Higbe and Reden Dionisio to discuss potential package offerings.
- 2 Develop a joint marketing strategy to promote the bundled services to existing and new clients.
- 3 Create a pilot program for the bundled services and analyze client feedback for future adjustments.

21 **Aspirations Behavioral Health Inc.**
Health & Wellness

75%

<-> Bidirectional

<- WHAT THEY PROVIDE (Referral)

Aspirations Behavioral Health offers mental health counseling, which could benefit Genuines Coaching & Consulting's clients, particularly C-suite executives and small business owners who may face stress and mental health challenges. This makes them complementary without being direct competitors.

VALUE: Increased client satisfaction and retention for Genuines Coaching & Consulting through mental health support, potentially leading to a 20% increase in client referrals.

> WHAT YOU PROVIDE (Referral)

Genuines Coaching & Consulting focuses on coaching and training for executives and small business owners, who may also need mental health support, making them a good source of referrals to Aspirations Behavioral Health.

VALUE: Genuines can enhance its service offering by referring clients to Aspirations, leading to improved overall client outcomes and satisfaction, which may increase repeat business by 15%.

[!] PARTNERSHIP SCENARIO

Aspirations Behavioral Health provides a mental health workshop specifically for Genuines Coaching's clients, focusing on stress management and resilience. This workshop is hosted once a month, with 15 executives attending each session, generating an additional revenue stream of \$1,500 for Aspirations while enhancing the value offered by Genuines to its clients.

[*] UNIQUE SYNERGY

This partnership is unique because it addresses the often-overlooked mental health aspect of executive coaching, creating a holistic support system that enhances leadership effectiveness.

NEXT STEPS:

- 1 Schedule an introductory meeting to discuss referral processes and workshop logistics.
- 2 Develop a joint marketing plan to promote the mental health workshops to Genuines' clients.
- 3 Create a feedback mechanism to evaluate the success of the workshops and adjust offerings accordingly.

22 Soulfitness Studio Health and wellness center

Health & Wellness

75%

<-> Bidirectional

<- WHAT THEY PROVIDE (Referral)

Soulfitness Studio's clients include individuals focused on health, many of whom are also small business owners or executives. Referring these clients to Genuines Coaching & Consulting can add value to their wellness journey by providing leadership coaching.

VALUE: By referring clients to Genuines, Soulfitness could earn a referral fee, while clients gain access to coaching that improves their leadership skills, potentially increasing their business success.

-> WHAT YOU PROVIDE (partner)

Genuines Coaching & Consulting can offer tailored wellness seminars aimed at the health benefits of mental well-being and leadership for Soulfitness Studio's clientele. This collaboration can enhance the wellness experience for clients looking to improve both physical and mental health.

VALUE: Joint workshops could attract new clients for both businesses, potentially increasing revenue by 20% through shared marketing efforts and access to each other's customer bases.

[!] PARTNERSHIP SCENARIO

Genuines Coaching & Consulting could host a workshop titled 'Mindful Leadership for Healthy Living' at Soulfitness Studio, integrating fitness and mental health strategies. During the event, Reden leads a session on stress management while Janice provides a health food tasting. Participants pay \$50 each, with a target of 30 attendees, generating \$1,500 in revenue, split between both businesses.

[*] UNIQUE SYNERGY

This partnership uniquely combines leadership coaching with health and wellness, creating a comprehensive program that addresses both physical and mental health, setting them apart from typical health workshops.

NEXT STEPS:

- 1 Schedule an initial meeting between Reden and Janice to brainstorm workshop content.
- 2 Develop a shared marketing plan that highlights the benefits of the joint workshop.
- 3 Create promotional materials to distribute to both businesses' client bases.

23 Simple Creations By T

Professional Services

75%

<-> Bidirectional

<- WHAT THEY PROVIDE (Referral)

Simple Creations By T targets individuals and organizations that celebrate milestones, which often includes corporate clients in need of leadership development and training. Referring clients to Genuines Coaching & Consulting could enhance Simple Creations' service portfolio without direct competition.

VALUE: By referring clients who need leadership training, Simple Creations can earn referral commissions on coaching programs, potentially increasing revenue by 15% without additional investment.

-> WHAT YOU PROVIDE (partner)

Genuines Coaching & Consulting provides coaching and training services that could greatly benefit the clients of Simple Creations By T, especially those looking to enhance their corporate culture. Collaborating on joint offerings could allow

both businesses to tap into each other's networks effectively.

VALUE: By bundling coaching sessions with personalized gifts for corporate clients, both businesses can increase their service offerings, leading to a potential revenue increase of 25% through combined packages.

[!] PARTNERSHIP SCENARIO

Genuine's Coaching & Consulting could create a corporate leadership program that includes personalized gift packs from Simple Creations By T. For example, at the end of a leadership workshop, participants receive custom-branded notebooks and pens as mementos. This could attract new clients to both businesses as they market the program together, with a shared profit from each package sold.

[*] UNIQUE SYNERGY

The unique synergy lies in combining personal development with personalized keepsakes, enhancing the emotional impact on clients that both businesses aim to serve, creating a memorable experience that stands out.

NEXT STEPS:

- 1 Schedule a joint meeting to discuss potential package offerings that combine coaching services with custom gifts.
- 2 Develop a marketing strategy to promote the new joint offerings through social media and email campaigns.
- 3 Create a pilot program for feedback, targeting local businesses in Jacksonville for initial outreach.

24 JPO Logistics LLC

Logistics

70%

<-> Bidirectional

<- WHAT THEY PROVIDE (Referral)

JPO Logistics serves shippers and owner operators who may also be interested in coaching and consulting services to improve their business operations. Genuines can refer their clients in the logistics sector to JPO for freight services, enhancing their service offering.

VALUE: By referring clients to JPO Logistics, Genuines can expand their service portfolio, potentially increasing revenue through referral fees or commissions. JPO can gain new clients who are in need of logistics support.

> WHAT YOU PROVIDE (Vendor)

Genuines Coaching & Consulting can benefit from logistics services provided by JPO Logistics for their training sessions and events, ensuring that all materials and equipment are delivered timely and efficiently. This logistical support is crucial for their operational success.

VALUE: Utilizing JPO's logistics services could streamline Genuines' event planning process, leading to potential cost savings and improved client satisfaction. This operational efficiency allows Genuines to focus on content delivery rather than logistics.

[!] PARTNERSHIP SCENARIO

Genuine's Coaching & Consulting could host a webinar on optimizing supply chain operations for their C-suite clients, featuring JPO Logistics as a guest speaker. During this event, JPO could offer exclusive consultation sessions to attendees, driving leads and new business opportunities, while Genuines enhances their brand as a holistic business resource.

[*] UNIQUE SYNERGY

The unique synergy lies in the intersection of logistics and executive coaching; JPO can provide practical solutions that complement the strategic insights offered by Genuines, making the partnership valuable for clients looking to optimize operations.

NEXT STEPS:

- 1 Schedule an introductory meeting between Paulette Orr and Reden Dionisio to discuss alignment and referral processes.
- 2 Create a joint marketing plan for the upcoming webinar that includes promotional materials highlighting both businesses' services.
- 3 Develop a referral agreement to outline incentives for Genuines when they refer clients to JPO Logistics.