



BRMP Business Relationship Management Professional

Course ID #: 2100-110-ZZ-Z

Hours: 21

Course Content

Course Description:

Gain a comprehensive foundation as a Business Relationship Manager and become certified as a Business Relationship Management Professional with our course.

The purpose of the BRMP qualification is to measure whether a candidate has sufficient knowledge and understanding of the Business Relationship Management (BRM) role and organizational capability to be able to create awareness of the role with their business partners and senior provider management; assess the current state of their business-provider relationships, business demand maturity and provider supply maturity with the objective of scoping what aspects of the BRM role would be appropriate to implement, or, where already implemented, which aspects need to be adjusted.

Course Objectives:

Upon completion of this course you will be able to demonstrate understanding of:

- The characteristics of the BRM role and its meaning in performing as a Strategic/Tactical partner
- Contributing to business strategy formulation and shaping business demand for the service provider's services
- The use of Portfolio Management disciplines and techniques to maximize 'realized' business value
- Business Transition Management and the conditions for successful change programs to minimize value leakage
- The BRM role in Service Management and alignment of services and service levels with business needs
- The principles of effective and persuasive communication
- Enable an increase in the value proposition model within the customer/supplier relationship

Target Audience:

This certification is aimed at Business Management, Provider Management, those with a Business Relationship Management role or position and Consultants looking to gain an insight into Business Relationship Management and looking to certification as a Business Relationship Manager.

Prerequisites:

None.



BRMP Business Relationship Management Professional

Course ID #: 2100-110-ZZ-Z

Hours: 21

Topics:

BRM Overview

- Be able to explain the goals and objectives of the BRM role.
- Understand why the BRM role is gaining importance and how it is evolving in response to business and provider forces.
- Explain the concepts of Business Demand Maturity and Provider Supply Maturity and how these impact the BRM role.
- Understand the drivers of relationship maturity and be able to differentiate between tactical and strategic BRM roles and how these relate to order taker, trusted consultant and strategic business partner.
- Be able to explain common BRM reporting and organizing structures.

Strategic Partnering

- Understand “Demand Shaping” as a means to increase value realization from provider investments, services and assets.
- Be able to use a Strategic Relationship Management Process and Tools to strengthen business partner and provider relationships.
- Understand how and where to engage in your business partner’s decision cycle.
- Co-develop, with your business partner, a Relationship Strategy-on-a-Page as a mutual Relationship Contract.

Business IQ

- Understand the concepts of “Value Leakage” and the BRMs role in minimizing this.
- Understand the concepts of Capability Roadmaps and how these are derived from business strategy.
- Understand the concepts of Value Management and how these link business strategy, provider strategy, portfolio and the business case to shape priorities,

communicate and drive business value.

- Be able to use Business Outcomes to clarify strategic initiatives, manage scope and determine value metrics.

Portfolio Management

- Understand how Portfolio Management is the central mechanism for a Value Management Process.
- Understand how to apply Portfolio Management to the entire life cycle of provider investments, from managing new investments, optimizing existing investments and retiring old investments.
- Understand the relationships between Project, Program and Portfolio Management and how these work together to optimize business value.
- Be familiar with two common Portfolio Classification schemes and how they are applied to achieve a Portfolio Balancing.
- Understand how governance processes and structures are used in support of Portfolio Management.

Business Transition Management

- Understand what Business Transition Management is, why it is important to BRM, and the components of a *Business Transition Capability Model*.
- Understand how to create urgency for stakeholders.
- Understand the key roles to be orchestrated for successful business transition.
- Understand key change leadership concepts.
- Understand the importance of clarifying the change details and typical methods for achieving clarity.
- Understand how the Cliff Analogy illustrates all key factors in managing a transition.



BRMP Business Relationship Management Professional

Course ID #: 2100-110-ZZ-Z

Hours: 21

Provider Domain

- Understand the value-centric definition of a service.
- Understand the important distinctions between Products and Services and the implications for the BRM.
- Understand the different aspects of service value and how service provider constraints impact the role of the BRM.

Powerful Communications

- Understand the components of 'powerful communications'.
- Understand how to influence those over whom they do not have direct control.
- Be able to express themselves through a unique value proposition.