



Certified Business Relationship Manager (CBRM)

Course ID #: 7000-1093-ZZ-Z

Hours: 35

Course Content

Description:

In this course, you will cover: The CBRM® Practitioner Qualification is intended for the intermediate-to-advanced Business Relationship Manager, as it focuses on advancing to the role of Strategic Business Relationship Manager. As such, the primary focus is on strategic business relationship management, leveraged to optimize business value to the enterprise.

Prerequisites:

BRMP certification is a recommended Prerequisite

Topics:

Module 1: Introduction

- Recall terms and facts relating to Business Relationship Management.
- Understand key concepts approaches and techniques relating to organizational purpose and strategy

Module 2: BRM Capability Overview

- Know and understand facts, terms, and concepts relating to BRM Capability
- Apply key concepts relating to BRM capability modelling, assessment and road mapping for a given scenario.
- Differentiate between appropriate and inappropriate use of BRM capability modelling, assessment and road mapping for a given scenario

Module 3: Evolve Culture

- Elements of the Evolve Culture Capability Framework
- Tools and Techniques for Purposeful Narrative
- Key elements of storytelling
- Purpose and elements of the Relationship Network Directory
- The Now-to-New approach
- The Evolve-Culture Framework
- The Human Brain During Change

Module 4: Building Partnerships

- Elements of the Build Partnership Capability Framework
- The purpose and use of the Relationship Strategy on a Page technique
- Characteristics and application of the components of Relationship Nurturing
- The different components of a Partnering Mindset: Connector, Cultivator, Explorer, Investor
- Partner Value Hierarchy technique, as part of Relationship Discovery
- The use of an Organizational Relationship Improvement Plan, as part of Relationship Maturity and Quality

Module 5: Drive Value

- Elements of the Drive Value Capability Framework, Idea Document, Value Plan
- Role of the BRM in Value Realization, during Value Results, in Value Optimization
- Roles and Responsibilities for Enabling Value
- Elements of Value Discovery, Realization, Leakage, Results, Optimization



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Module 6: Safety Purpose

- Safety purpose capability
- Sources of value that feed into the Triple Bottom Line
- How the People bottom line helps satisfy purpose.
- Types of social value realized through the Satisfy Purpose Capability Framework
- The content and usage of the Extended Impact Report

Module 7: BRM Role

- Implications of unclear roles
- The Single Point of Focus
- Business relationship manager's impact on the Triple Bottom Line
- Practical Application of BRM Role with Organizational Factors
- Relationships and inter-dependencies between the BRM capability and Lean/Agile type methods
- The knowledge and skills for each competency and level within the BRM Competency Model

Module 8: BRM Team

- Definition of BRM Community of Practice
- Top Areas for Coaching BRMs (business relationship managers)
- Value of a BRM Team
- How to empower business relationship managers
- Different methods to promote the BRM Capability, and planning & delivering communications
- Techniques relating to Organizational Conditions, specifically Relationship Agility

Module 9: Limitless Growth and Improvement

- Use of a Balanced Scorecard and characteristics of a strong measurement program
- Use of BRM Capability Performance measurement and metrics
- Use of BRM Results Dashboard
- Different measurement techniques, outputs and metrics

Module 10: Relationship-Centered Organization

- The different components of the RCO Blueprint
- Application of the RCO Principles to RCO Behaviors
- The components of a Relationship-Centered Organization, the characteristics of an organization that has growth mindsets versus fixed mindsets and use of the RCO Blueprint
- The nine Principles of a RCO, their rationale, behaviors and implications, and application to RCO Behaviors

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NASBA CPE details are provided on the following pages.



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NASBA Information

Level:

Advanced Preparation:

Attendance Requirement: To be awarded the full credit hours, you must sign in and attend the entire course.

Recommended Field(s) of Study:

Recommended CPEs: 39.00

Policies: Course Registration, Cancellation, Refund, and Complaint Resolution

For more information regarding administrative policies such as complaint and program cancellation policies, please contact our offices at 800-639-3535 or visit us at: www.tcworkshop.com

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