



Course Aim:

To enable students to have a solid understanding of BRM knowledge, to assess the current state of the relationships between the business and the service provider and to assess the maturity of business demand and provider supply. Ideal for both new and experienced Business Relationship Managers.

Key learning Points:

- An Overview of Business Relationship Management
- Strategic Partnering
- Business IQ
- Portfolio Management
- Business Transition Management
- Provider Domain
- Powerful Communications

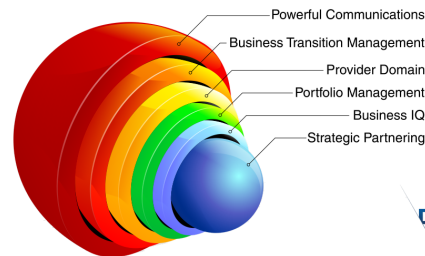
Key course features include:

- Access to BRM Toolkits
- The BRMP® Guide to the BRM Body of Knowledge
- The characteristics of the BRM role
- How Portfolio Management techniques are used to maximize realized business value
- The conditions that minimize 'value leakage'
- The BRM role in Service Management
- How to communicate effectively and persuasively

<https://brm.institute/>

BUSINESS RELATIONSHIP MANAGEMENT

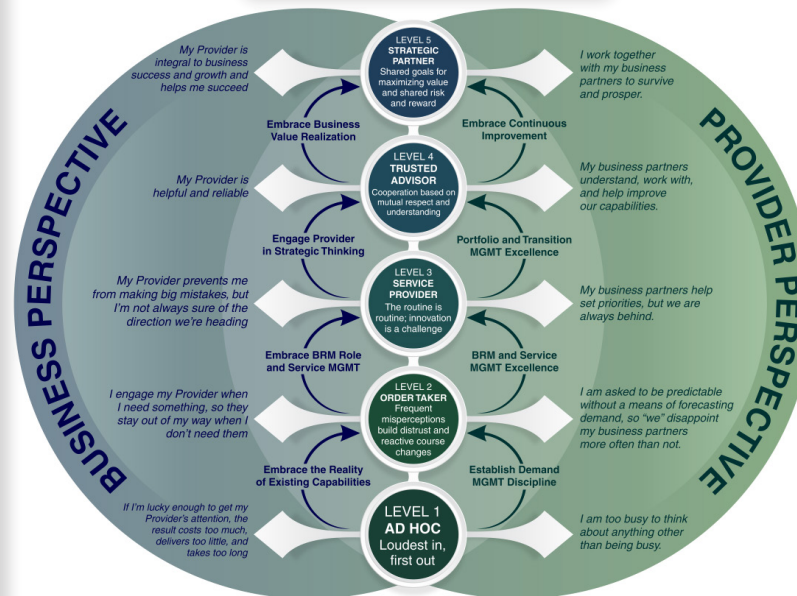
BRM DNA



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BUSINESS MATURITY MODEL



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Course Aim:

To enable students to perform the Strategic BRM role with a primary focus on strategic business relationship management, leveraged to optimize value to the enterprise. The candidate must be a BRMP® graduate and have the skillset of an intermediate-to-advanced Business Relationship Manager.

Key learning Points:

- Business Relationship Maturity and Value
- Assessing the BRM Context
- Developing Strategic Relationships
- Optimizing Business Value

Key course features include:

- Access to CBRM toolkits
- The CBRM® Guide to the BRM Body of Knowledge
- Strategic Management processes and techniques
- Approaches to assess Business Demand Maturity, Business Relationship Maturity, Provider Capability Maturity and BRM Competencies
- Tools to influence executive leaders use of Provider Capabilities and Assets
- Business Value Management process
- Shaping strategic agendas for optimum business value

<https://apmg-international.com/>