

Business Relationship Management Professional (BRMP) Certification

Length: 3 Days

Summary: Holders of the BRMP® credentials will be able to demonstrate their understanding of:

- The characteristics of the BRM role.
- What it means to perform as a strategic partner, contributing to business strategy formulation and shaping business demand for the 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.

COURSE CONTENT

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
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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 to address all key factors in managing a transition.

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 through a unique value proposition.

