# Business Relationship Management Professional (BRMP) Training

Duration: **3 Day**

BILGINÇ IT Academy
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## Overview

The Business Relationship Management Professional (BRMP) training and certification program is a comprehensive foundation level qualification, produced by the Business Relationship Management Institute. This course is written using the experience and knowledge from the World's best Business Relationship managers. It provides an understanding of business relationship management (BRM) for individuals undertaking the role of a BRM or considering moving into that business sphere. The training is provided by QA on behalf of the Business Relationship Institute and the certification/examination is provided by APMG.

Upon completion of the BRMP course, you will be able to demonstrate an understanding of a variety of BRM-related tools, including (but not limited to):

- Idea Documents
- Value Plans
- BRM Capability Framework
- BRM Role Competency Model
- Relationship Maturity Model
- Value Optimization
- Relationship Strategy on a Page

## Prerequisites

There are no prerequisites for the BRMP™ training. Attending the ITIL Foundation in Service Management would benefit but it is not a pre-requisite.

Pre-course reading:

Delegates will receive an electronic document in advance describing the structure and format of the course and the key concepts covered. It is expected that the delegate would have spent four to six hours reading through this document in advance of the class.

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## What You Will Learn

Holders of the BRMI Business Relationship Management Professional™ qualification will be able to demonstrate:

- What business relationship management is and the value it provides to your organization.
- Why an organization needs to move beyond traditional goals of profit and products to encompass ones appropriate for a relationship-centered organization.
- The importance of integrating business relationship management into every element of your organization.
- The importance of educating your organization on how a mature BRM capability will evolve culture, build partnerships, drive value, and satisfy purpose.
- How to apply business relationship management to your organization's triple bottom line of people, purpose, and planet.
- The basic knowledge, skills, and mindsets of the business relationship management role.
- The core BRM approaches, tools, and templates used to achieve results.
- The value and impact of the business relationship management capability on your organization by completing a draft of the BRM Capability Workbook.

## Outline

**BRM Introduction – The Bigger Picture**

- Why BRM? Why Now?
- Relationship-Centered Organization
- Theory of Relationshipism
- Triple Bottom Line
- BRM Defined
- Capability
- Discipline
- Role
- Activity Domains
- BRM Challenges
- Tools included: BRM Role Competency Model

**BRM Capability**

- BRM Capability Framework
- Organizational Purpose and Strategy
- Organizational Factors
- Core Values
- Now-to-New
- Evolve Culture
- Build Partnerships
- Drive Value
- Satisfy Purpose
- Limitless Growth and Improvement
- Tools included: BRM Capability workbook, BRM Capability Impact Report workbook, Strategic Relationship Plan

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**BRM Capability: Evolve Culture**

- Evolve Culture Framework
- Purposeful Narrative
- Desired Behaviours/Shared Ownership, Leadership-as-Practice
- Influential Relationships
- Personal Growth/Growth Mindset
- Tools included: Storytelling, Language Matters, Relationship Network Directory

**BRM Capability: Build Partnerships**

- Build Partnerships Framework
- BRM Role Competency Model
- Relationship Maturity and Quality
- Partnering Mindsets
- Relationship Discovery
- Relationship Nurturing
- Tools included: Relationship Maturity Model (RMM), Relationship Strategy on a Page (RSOAP)

**BRM Capability: Drive Value**

- What is Value?
- Types of Value
- Sources of Value
- Drive Value Framework
- BRM Role Competency Model
- Value Discovery
- Value Realization
- Value Results
- Tools included: Idea Document, Value Plan, Value Optimization Report

**BRM Capability: Satisfy Purpose**

- Satisfy Purpose Framework
- BRM Role Competency Model
- Through the BRM Capability
- Through the Triple Bottom Line
- Social Value

**BRM Role**

- Our Purpose and What We Believe
- Role Clarity
- Single Point of Focus
- BRM Code of Ethics
- BRM Role Competency Model
- BRM Mindset
- Scope of BRM Role
- BRM Role with Organizational Factors

**BRM Team**

- Our Purpose and What We Believe
- BRM Team Definition

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- BRM Team Purpose, Mission, and Vision
- Assessing the Value of a BRM Team
- Organizing a BRM Team
- Leading a BRM Team
- Transition Management
- Coaching BRMs

**BRM Key Learnings**

- A review of the key concepts from each of the preceding modules.

**Course Wrap-Up**

- What to do in the next 30/60/90/365 days
- Digital badge
- Recap Learning Objectives
- Review Learning Objectives
- Review Expectations
- Course Feedback

**Certification/Exam**

There is a 50 minute, 50 question, multiple choice, closed book exam associated with this qualification. The pass mark for this exam is 60% (30 out of 50).

Once you have passed the Certification exam, you will be awarded a digital badge that represents your comprehension of, and ability to implement, course knowledge.