

# COURSE DESCRIPTION

## Business Relationship Management Professional

The Business Relationship Management Professional® or BRMP® course that immerses the student in the principles of Business Relationship Management. It can be delivered in the following formats: a 3 Full Day Classroom, 5 Half Day Instructor Led Online or 3 Full Day Instructor Led Online Course.

The BRMP training and certification program is intended for Business Relationship Managers, with the training and certification designed to provide a solid baseline level of knowledge.

Lead The Pack Consulting is an accredited training organization.



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Converging Business and IT

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## Target Audience

Business Relationship Management (BRM) Education will help your team to take that next step in their development. The foundation for this is the Business Relationship Management Professional™ (BRMP™) course and certification. The target audience for this course is:

- Business leaders accountable for IT;
- IT leadership and management staff;
- BRMs looking for formal training and certification; and
- Anyone interested in developing a deeper understanding of the convergence of business and IT.

The content of the BRM Professional course is focused on:

- Description of the BRM Role;
- BRM as an organizational capability;
- Organizing for BRM;
- Organizational Intelligence;
- Value Management;
- Relationship Improvement;
- Business Transition Management; and
- Communication.

## Value of BRM Professional Education

Attending the course and sitting the certification exam will provide the BRM Team an understanding of the following:

- The value of Business Relationship Management and the role for your organization;
- How to improve the relationships with other groups in your organization and what it means to become a strategic partner with business groups;
- How value management is a key requirement to become a successful BRM Team;
- How tactical and strategic Business Relationship Managers can work together;
- The areas of improvement for the BRM team and how the team fits in the operating model;
- How to link business drivers to technology; and
- How Business Transition Management and Communication are key skills for Business Relationship Managers.

## Prerequisites

Attendees are recommended to purchase "The BRMP® Guide to the BRM Body of Knowledge" which can be purchased [here](#) or downloaded for free by BRM Institute members [here](#).

There are no other prerequisites for the BRMP training.

## Instruction Method

The BRMP course is delivered in multiple formats:

- Three full days of classroom instruction with the certification exam being offered towards the end of the third day
- Three full days or five half days online with a live instructor. Students receive a voucher to write the exam online at a later date of their choosing within 30 days of completion of the course.

For classroom courses, the minimum class size is 6 students and the maximum class size is 16 students.

The following link will take you to the official Combined BRMP and CBRM® Syllabus: [Combined BRMP and CBRM Syllabus](#)

Attendees will receive a copy of the classroom presentation material, sample exam, homework and assignments.

## Certification Exam

The BRM Professional course has an accompanying examination at which students must achieve a passing score of 50% to gain the BRM Professional Certification.

The exam will be conducted at the end of the course. It consists of 50 multiple-choice questions and the duration is 40 minutes.

One official sample exam will be provided during the course.

## Topics

Holders of the BRM Institute Business Relationship Management Professional credentials will be able to demonstrate an 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.
- How Portfolio Management disciplines and techniques are used to maximize realized business value.
- Business Transition Management and the conditions for successful change programs that minimize "value leakage".
- The BRM role in Service Management and how to align service and service levels with business needs.
- How to communicate effectively and persuasively.

## Course Outline

### BRM Role introduction

- 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.

### Organizational Capability

- Explain the concepts of Business Demand Maturity and Provider Supply Maturity and how these impact the BRM role.
- Understand the drivers of relationship maturity.
- Understand how to differentiate between tactical and strategic BRM roles and how these relate to the different BRM Maturity Model levels.
- Understand the operating model and how it relates to Business Relationship Management.
- Understand the business partner's decision cycle.

### Organizing for BRM

- Understand the scope of BRM engagement through the service lifecycle.
- Understand the different way BRM teams can be organized.
- Be able to explain common BRM reporting and organizing structures.

### Organizational Intelligence

- Understand Capability Roadmaps.
- Provide value-centric definition of a service.
- Define Service Management and understand its key principles.

### Value Management

- Be able to use the Value Management Framework to link business strategy, provider strategy, portfolio and the business case to shape priorities and communicate business value.
- Understand how Business Outcomes help to clarify strategic initiatives, manage scope and determine value metrics.
- Understand the relationships between Project, Program and Portfolio Management and how these work together to optimize business value.

### Relationship Management

- Co-develop, with your business partner, a Relationship Strategy-on-a-Page and corresponding mutual Relationship Contract.

## Business Transition Management and Powerful Communications

- Understand what is required to motivate stakeholders to actively engage in strategic change initiatives.
- Understand the key roles to be orchestrated in managing large scale or strategic change.
- Recognize people's emotional response to change and help them to cope with it.
- Understand the sources of resistance to change and how to mitigate them.
- Understand the stages of commitment to change and how deep a commitment level to pursue for a given type of change.
- Understand the components of effective communication.
- Understand how to influence those over whom they do not have direct control.
- Convey the unique value proposition of the BRM role.

## Online Training Requirements

The following requirements must be met in order to participate in online training:

Attendees require access to a fast and reliable internet connection and a headset and microphone. All audio will be run through your computer, Voice-over-IP, as there is no dial-in option for this training.





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## About Us

We are a consulting organization that specializes in Business Relationship Management. Our Leadership team has been delivering IT Management and Business Relationship Management consulting and education since 1992.