

# COURSE OUTLINE



## BRMP Business Relationship Management Professional

DURATION	LEVEL	TECHNOLOGY	DELIVERY METHOD	TRAINING CREDITS
3 Day(s)	Intermediate	Business Relationship Management	In Class/ Virtual	N/A

### Course Overview

The BRMP® is the first level of certification for Business Relationship Managers. This certification is designed to provide those in a business relationship management role, or those looking to move into a BRM role, with the foundational knowledge they need to be successful in the role.

The foundational knowledge is captured in the BRMBOK™ (BRM Body of Knowledge). The BRMP training and certification program is a comprehensive foundation designed to provide a solid baseline level of knowledge regarding the BRM role.

### Prerequisite

- None, although a familiarity with IT service delivery will be beneficial.

### Audience

This certification is aimed at Business Management, Provider Management, those with a Business Relationship Management role or position and Consultants looking to gain an insight into Business Relationship Management and looking to certification as a Business Relationship Manager.

### Course Outcomes

Holders of the BRM Institute Business Relationship Management Professional (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.)

## Topics

### Module 2: 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.

### Module 3: Business IQ

- 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.

### Module 4: 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 works 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.

### Module 5: 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 the Cliff Analogy illustrates all key factors in managing a transition Lesson 6: 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.

### Module 7: 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 themselves through a unique value proposition

**Vendor Annotation**

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