

Business Relationship Management (BRM) Foundation

Course Summary

Description

The purpose of this class is to gain a comprehensive foundation of Business Relationship Management and develop and practice the core skills of a Business Relationship Manager.

Objectives

After taking this course, students will be able to understand:

- The BRM framework.
- The key role and responsibilities of the BRM role.
- Strategic thinking practices and strategic alignment.
- The value management framework and how to optimize value.
- How portfolio management disciplines and techniques are used to maximize investments.
- Organizational change management principles and the conditions needed for a successful change.
- How to build strong relationships and trust with your business partners, as well as set and assess relationship expectations.

Topics

- BRM Overview
- Strategic Partnering
- Value Management
- Organizational Change Management (Business Transition Management)
- Building Strong Relationship

Audience

This course is designed for those with a Business Relationship Management role or position, those in a business management and/or provider management role, and consultants looking to gain an insight into Business Relationship Management.

Prerequisites

There are no prerequisites for this course.

Duration

Three days
21 PDUs/CDUs

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Course Outline

- I. **Welcome**
- II. **BRM Overview**
 - A. Definition of Business Relationship Management (BRM)
 - B. House of BRM (Framework) Overview
 - C. BRM role
 - D. Four disciplines
 - E. Six competencies
 - F. Conduct a short BRM skills assessment.
- III. **Strategic Partnering**
 - A. Strategic thinking overview
 - B. How to become a strategic thinker Environmental scanning
 - C. SWOT Analysis Strategy alignment
 - D. Strategic thinking and demand shaping
- IV. **Value Management**
 - A. Value management overview
 - B. Defining the business need
 - C. Conducting ideation
 - D. Creating a value plan
 - E. Developing a business case overview
 - F. Portfolio management overview
 - G. Ensuring value optimization
 - H. Managing IT investment portfolio
- V. **Organizational Change Management (Business Transition Management)**
 - A. Personal change assessment
 - B. Change management overview
 - C. Building a case for change
 - D. Overcoming resistance to change
 - E. Communicating the change
- VI. **Building Strong Relationships**
 - A. Stakeholder analysis
 - B. Building trust
 - C. Influencing stakeholders
 - D. Developing a communications plan
 - E. Framing your message
 - F. Building strong partnerships
 - G. Assessing business relationship maturity