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

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