



# BRMP® BUSINESS RELATIONSHIP MANAGEMENT PROF

**DURATION: 3 DAYS**



BRMP® is a world-class professional development program designed to provide a solid foundation level knowledge of Business Relationship Management. It embodies a set of competencies to foster an effective business value-producing relationship between a service provider and its business partners. These competencies can be leveraged through: organisational Roles, a discipline, and organisational capability. BRM's focus is on increasing the value proposition of services and reducing the perennial challenge of the gap between 'the business needs' and that of service provision (often referred to as the 'Alignment Challenge').

## WHO SHOULD ATTEND

**This course is designed for:**

- CIO / CISO / CRO / CIRO
- IT Strategists and Planners
- Project Managers
- Business Analysts
- Architects
- External Service Providers
- Representatives of shared services organisations including
- Business partners and anyone else interested in business value maximisation

## LEARNING OUTCOMES

**The aim of this course is provide a solid understanding of:**

- The characteristics of the BRM role and what it means to perform as a Strategic/Tactical partner
- Contributing to business strategy formulation and shaping business demand for the service 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
- Enable an increase in the value proposition model within the customer/supplier relationship

## COURSE CONTENTS

### 1. BRM OVERVIEW

- Understand why the BRM role is gaining importance and how it is evolving in response to business and provider forces.
- Explain the concepts of Business Demand Maturity and Provider Supply Maturity and how these impact the BRM role.

### 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.

### 3. BUSINESS IQ

- Understand the concepts of "Value Leakage" and the BRM's role in minimizing this.
- Understand the concepts of Capability Roadmaps and how these are derived from business strategy.

### 4. PORTFOLIO MANAGEMENT

- Understand how Portfolio Management is the central mechanism for a Value Management Process.
- Understand how governance processes and structures are used in support of Portfolio Management.

### 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.

### 6. PROVIDER DOMAIN

- Understand the value-centric definition of a service.
- Understand the different aspects of service value and how service provider constraints impact the role of the BRM.

### 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.

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GET CERTIFIED**

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