

Business Relationship Manager Professional V.2021

3 DAYS

The BRMP® training and certification program is a comprehensive foundation for Business Relationship Managers at every experience level. This course is designed to provide students the opportunity to gain practical tools and foundational knowledge to advance their organizations BRM capability.

DESCRIPTION

This course provides a thorough overview of essential business relationship management (BRM) concepts:

- What BRM is and the value it provides to an organization.
- Why an organization should move beyond profit and products to encompass people, purpose, and planet
- Why BRM should be completely integrated into every element of your organization.
- The contribution of the BRM role to your organization's purpose
- The basic knowledge, skills, and mindsets of the BRM role.
- The core BRM approaches, tools, and templates used to achieve results.
- How a BRM team can advance the BRM capability to evolve culture, build partnerships, drive value, and satisfy purpose within your organization

LEARNING OBJECTIVES

At the end of this course, you will be able to:

- Feel confident knowing you are using proven industry best practices to build effective relationships and drive value
- Be able to articulate the value and impact of BRM within your organization
- Have the necessary information to begin growing the BRM capability in your organization
- Feel more confident in your role as a business relationship manager
- Have the information you need to prepare to take the BRMP certification exam

PREREQUISITES

No prior/minimum professional experience is required to pursue the BRMP designation, to enroll in the BRMP course, and sit on the corresponding certification exam.

OUTLINE

BRM Introduction – The Bigger Picture

- Why BRM? Why Now?
- Relationship-Centered Organization
- Theory of “Relationshipism”
- Triple Bottom Line
- BRM Defined
- Capability
- Discipline
- Role
- Activity Domains
- BRM Challenges
- Tools included: BRM Role Competency Model

BRM Capability

- BRM Capability Framework
- Organizational Purpose and Strategy
- Organizational Factors
- Core Values
- Now-to-New
- Evolve Culture
- Build Partnerships
- Drive Value
- Satisfy Purpose
- Limitless Growth and Improvement
- Tools included: BRM Capability workbook, BRM Capability Impact Report workbook, Strategic Relationship Plan

BRM Capability: Evolve Culture

- Evolve Culture Framework
- Purposeful Narrative
- Desired Behaviors/Shared Ownership, Leadership-as-Practice
- Influential Relationships
- Personal Growth/Growth Mindset
- Tools included: Storytelling, Language Matters, Relationship Network Directory

BRM Capability: Build Partnerships

- Build Partnerships Framework
- BRM Role Competency Model
- Relationship Maturity and Quality
- Partnering Mindsets

- Relationship Discovery
- Relationship Nurturing
- Tools included: Relationship Maturity Model (RMM), Relationship Strategy on a Page (RSOAP)

BRM Capability: Drive Value

- What is Value?
- Types of Value
- Sources of Value
- Drive Value Framework
- BRM Role Competency Model
- Value Discovery
- Value Realization
- Value Results
- Tools included: Idea Document, Value Plan, Value Optimization Report

BRM Capability: Satisfy Purpose

- Satisfy Purpose Framework
- BRM Role Competency Model
- Through the BRM Capability
- Through the Triple Bottom Line
- Social Value

BRM Role

- Our Purpose and What We Believe
- Role Clarity
- Single Point of Focus
- BRM Code of Ethics
- BRM Role Competency Model
- BRM Mindset
- Scope of BRM Role
- BRM Role with Organizational Factors

BRM Team

- Our Purpose and What We Believe
- BRM Team Definition
- BRM Team Purpose, Mission, and Vision
- Assessing the Value of a BRM Team
- Organizing a BRM Team
- Leading a BRM Team
- Transition Management
- Coaching BRMs

EXAM INFORMATION

- 50 questions, each worth one mark
- 30 marks or more required to pass (out of 50 available) – 60%
- 50 minutes
- Closed Book exam

Online proctored exams require a webcam for the invigilator to do the surveillance and verify the candidate's identity.

Exam software will be installed. If you are using an organization's computer, please ensure you have the access rights or IT support. It is recommended to use your personal computer.

You may contact us in advance to obtain the technical guidelines and rules of the exam session.

WHO SHOULD ATTEND

Individuals who will benefit from this course include Business Relationship Managers and/or business partners in any industry or function.

Leaders who need to understand more about how to evolve culture, build partnerships, drive value, and/or satisfy purpose in organizations.

Leaders who are ready to step into a BRM role or advance their BRM capability.

Anyone who recognizes the importance of relationships and measuring value in their organization.

INCLUSIONS

Registration fees include:

- 3 days of training from a BRMP Approved Trainer
- All educational materials (guides and sample exam, etc.)
- Accredited course material including sample exam questions
- BRMP exam + Certificate

Business Relationship Management Professional (BRMP®) aims to provide participants with sufficient knowledge and understanding of the Business Relationship Management role and the organizational capability to create awareness of the role with business partners and senior provider management. The BRM should be able to assess the current state of their business- provider relationships, business demand maturity and provider supply maturity with the objective of scoping what aspects of the BRM role would be appropriate to implement or amend.

The participant should anticipate time in the evenings toward review and independent study of the course materials.

Group size is limited to 15.

The BRMP course outlined here is offered through ATO Algonquin College or OKAZY Consulting Inc.

BRMP® is a registered trademark of Business Relationship Management Institute. Business Relationship Management (BRM) Institute is the leading non-profit organization that serves the global Business Relationship Management professional community.



HOW TO REGISTER

- ✓ Call (613) 727-7729
- ✓ Email: training@algonquincollege.com
- ✓ Register online: www.algonquincollege.com/corporate

GROUP SESSIONS ARE AVAILABLE AT OUR TRAINING CENTRE OR AT YOUR LOCATION.

Algonquin College Corporate Training specializes in industry-focused training solutions that equip employees with the knowledge, skills and expertise needed to succeed in their day-to-day work, to advance in their careers and to build organizational capacity.