



This new course provides a thorough overview of essential business relationship management (BRM) concepts, and upon completion of the BRMP® course, you will be able to demonstrate your understanding of:

- 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.

Upon completion of this class, you will:

- 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.

Course Outline – BRMP 2021

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

BRM Key Learnings

- A review of the key concepts from each of the preceding modules.

Course Wrap-Up

- What to do in the next 30/60/90/365 days
- Digital badge
- After passing the exam
- Recap Learning Objectives
- Review Learning Objectives
- Review Expectations
- Course Feedback