



BUSINESS RELATIONSHIP MANAGEMENT FUNDAMENTALS

BRM FUNDAMENTALS

This dynamic course provides a comprehensive study of core BRM principles and practices, empowering professionals across all levels and roles.

WHY DOES IT MATTER?

In today's connected world, **relationships and collaboration** have never been more important **within and between** organisations.

“What's in it for **We**”
not “What's in it for **Me**”



Our course explains how everyone can build a capability that energises internal and external relationships.

FLEXIBLE DIGITAL LEARNING RESOURCE

Our unique enhanced version of the BRM Institute's course provides online access anytime anywhere.

- Expert practical videos from Kip Fanta
- Audios explaining every slide, sharing Kip's experience
- Ability to jump to topics and sections
- Interactive with exercises, notes, highlighting & markups
- Currently available in English and Spanish
- Completion certificate from BRM Institute
- Free 3-month Institute Trial Membership
- Cost effective (much lower price versus Certified training)

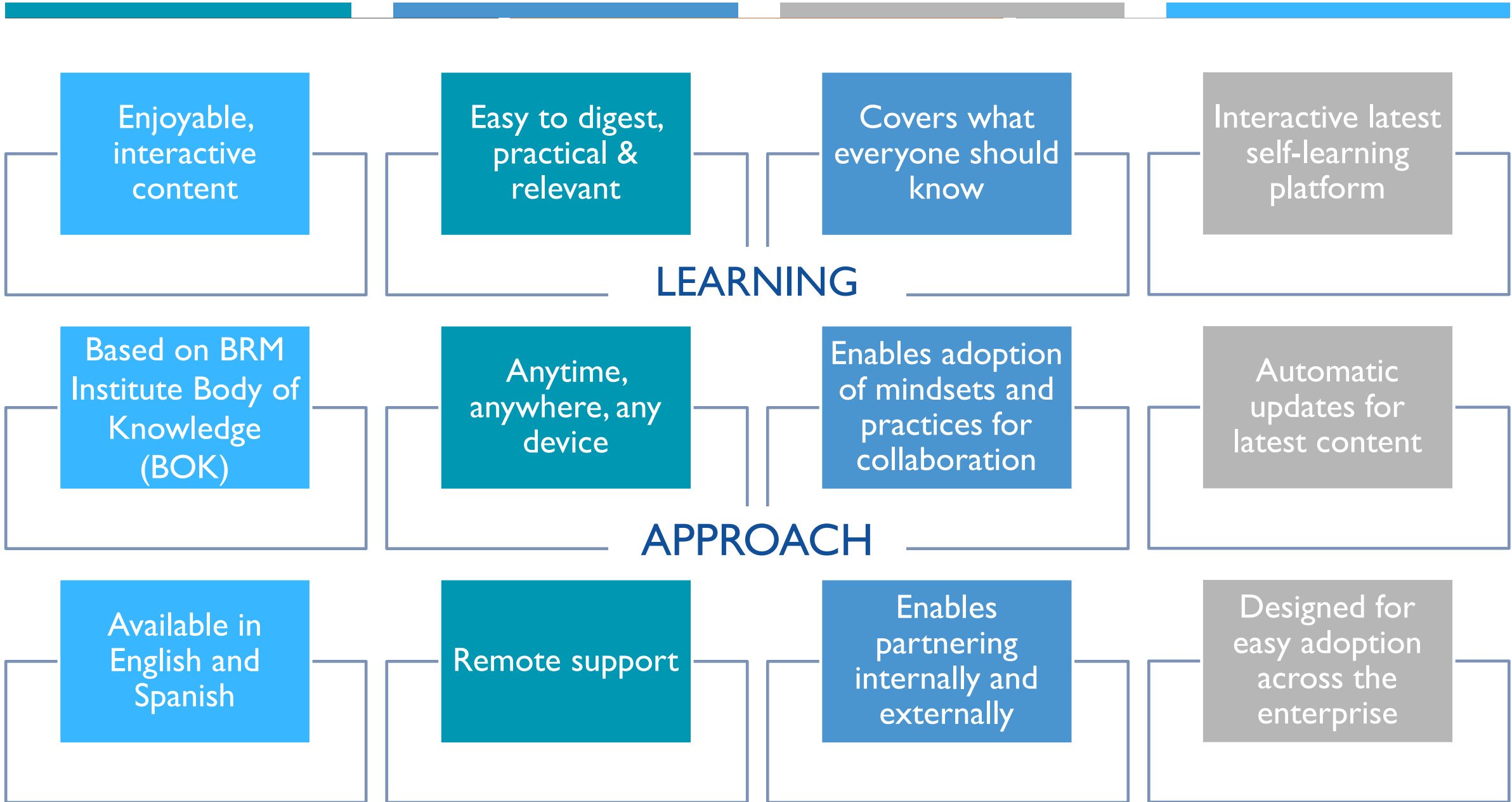
The Course is split into four sections

- BRM Introduction
- BRM Role
- BRM Capability
 - Evolve Culture
 - Build Partnerships
 - Drive Value
 - Satisfy Purpose
- Course Wrap-Up



OUR COURSE BLENDS THEORY AND PRACTICAL GUIDANCE

- Develop a high-level understanding of Business Relationship Management.
- Understand BRM capabilities and their corresponding value potential within organisations.
- Understand why a BRM capability is essential.
- Immediately implement course mindsets, knowledge, and skills into your day-to-day routine.
- Acquire the latest central topics surrounding Business Relationship Management in a concise, comprehensive learning approach.



ABOUT BUSINESS RELATIONSHIP MANAGEMENT INSTITUTE®

What We Believe

- There is limitless organizational energy derived from a culture of great relationships.
- People should not compromise personal purpose to earn a living and can find organizations with a shared, deeper, and more meaningful perception of value.
- Organizations that are relationship-centered and can be better, faster, more fun, and more fulfilling to work with.
- We know an advanced business relationship management capability brings all this to life.

BRM Defined

Business relationship management (BRM) is a **philosophy, capability, discipline, and role** to evolve culture, build partnerships, drive value, and satisfy purpose.

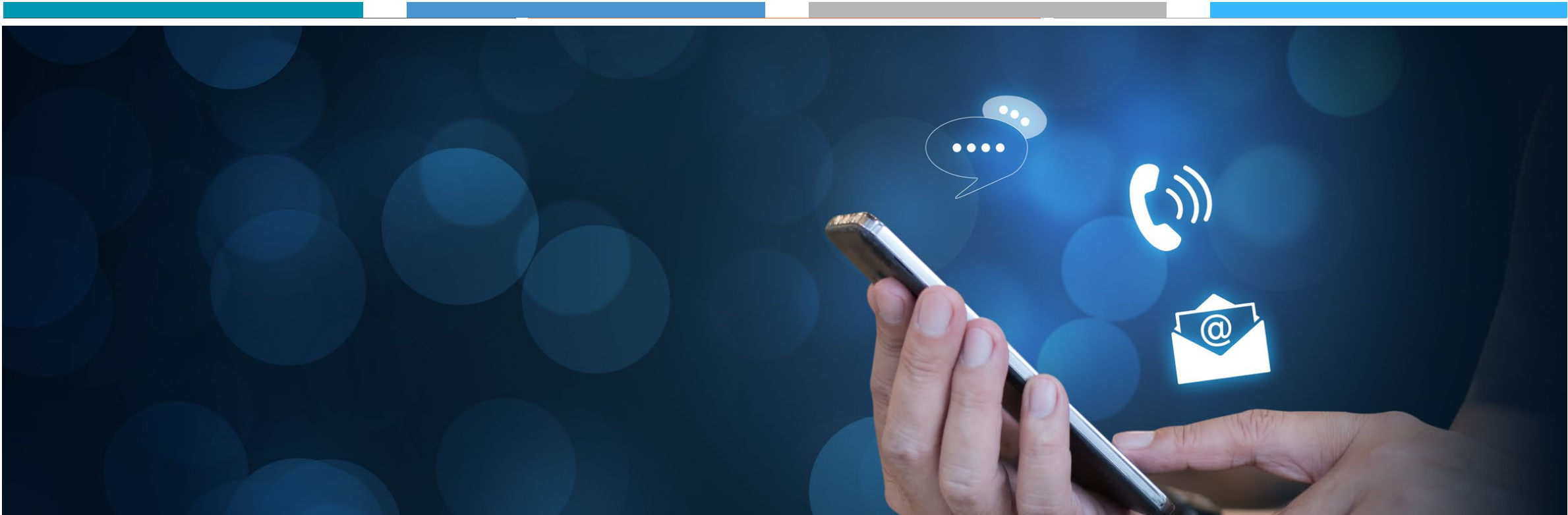
Source: <https://brm.institute/learn-about-brm-institute/>



DELIVER VALUED ORGANIZATIONAL OUTCOMES

- A relationship management capability that will deliver shared objectives and business value.
- A culture and new mindsets that will release positive energy and real collaboration.
- Improved communication, skills and trust.
- A better understanding of BRM frameworks, processes, and models that bring structure to new capabilities.
- Convergence around organisational purpose and strategy.
- An ability to assess how well relationships are functioning and how to become true partners.
- Achievement of real value outcomes using Ideation and Value Planning tools.

Our course empowers you to make a lasting difference for both yourself and your organization.



GET IN TOUCH

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