

Business Relationship Management Foundations

Duration
3 Days

Delivery Methods
VILT, Private Group



Business Relationship Manager (BRM) professionals serve as the relationship linkage between the business and the service provider. They provide highly-valued strategic consulting support and guidance on key initiatives to ensure business value is achieved. Business Relationship Managers proactively serve as a “trusted advisor,” and function as a key point of contact between the business stakeholders and the service provider. They represent the service provider to the business by promoting the provider’s vision, value, product, services, and capabilities. They also act as advocates on behalf of business stakeholders to ensure the provider meets their business priorities and needs. Individuals in this role must be able to communicate clearly and build strong relationships. This course provides practical hands on exercises and provides template to use in your organization.

Private classes on this topic are available. We can address your organization’s issues, time constraints, and save you money, too. [Contact us](#) to find out how.

Who Should Attend

This course is designed to help professionals in a Business Relationship Management role or position, a stakeholder management role or position, and consultants looking to gain an insight into Business Relationship Management and be able to practice some of its core principles and competencies. This could include project managers, business analysts, Scrum Masters, Product Owners, individuals responsible for cross-functional requirements gathering and collaboration.

Course Objectives

- Articulate the BRM framework
- Understand the key role and responsibilities of the BRM role
- Practice strategic thinking practices and strategic alignment
- Articulate value management framework and learn how to optimize value
- Learn how portfolio management disciplines and techniques are used to maximize investments
- Understand key organizational change management principles and the conditions needed for a successful change.
- Learn how to trace and prioritize requirements to ensure they link to business value
- Learn to build strong relationships and trust with your business partners, as well as set and assess relationship expectations

Agenda

BRM OVERVIEW

- Definition of Business Relationship Management
- House of BRM (Framework) Overview
- A short BRM skills assessment

STRATEGIC PARTNERING

- Strategic thinking overview
- How to become a strategic thinker
- Techniques

VALUE MANAGEMENT

- Value management overview
- Defining the business need
- Conduct ideation
- Create a value plan
- Business case overview
- Portfolio management overview
- Ensuring value optimization
- Managing IT investment portfolio

ORGANIZATIONAL CHANGE MANAGEMENT

- Personal change assessment
- Change management overview
- Building a case for change
- Overcoming resistance to change
- Communicating the change

BUILDING STRONG RELATIONSHIPS

- Stakeholder analysis

- Building trust
- Influencing stakeholders
- Developing a communications plan
- Framing your message
- Building strong partnerships