



## BRM: A Capability, Discipline, and Role

### Your Relationships matter.

Like every organization on the planet, yours is built on the relationships that exist between you and everyone else that touches your organization. Some relationships are strong and full of creativity and motivation. Others still need to be nurtured to reach their full potential. This is where your organization's business relationship management (BRM) capability thrives.

At its simplest, a **BRM capability** is everything it takes to nurture relationships in your organization. An advanced BRM capability strengthens collaboration and drives a culture of creativity, innovation, and shared ownership. By advancing your organization's BRM capability, you allow every relationship to reach its full potential to help your organization exist long into the future.

Your organization's BRM capability is supported by the global **BRM discipline**, which rests on solid, research-based foundations; verified and enhanced over a decade of implementations in leading organizations across the world. The BRM discipline is equally effective for a wide range of functions and partners; including Technology, People, Finance, Legal and external partners.

Here is where you come in. Through the **BRM role**, you evolve culture, build partnerships, and drive value to satisfy organizational purpose.

### How to Leverage Your Role

- *Influence leaders* around you by connecting with their values.
- *Proactively anticipate* changes affecting strategy to meet organizational needs.
- *Partner with leaders* both inside and outside the organization to drive meaningful results.
- *Solve strategic* problems with the appropriate tools and resources.
- Become a member by activating your 3-month trial membership.

### Our Shared Purpose

*To improve ourselves, our organizations, and our world by connecting relationships to results.*

You are not alone in your role. The single, global BRM community shares your challenges. People around the world share this purpose and can support you with knowledge and experience.

BRM Institute is always here to support you through world-class professional development programs. Through these programs, you will learn how to nurture a thriving network of relationships, prove the value of your organization's BRM capability, and help your organization achieve long-lasting results.

### 3-Month Trial Membership

#### Help Your Organization Change the World

Your membership gives you access to practical tools that you can implement immediately. This will help you achieve quick wins and prove the value of your role to the leaders around you.

In case that was not enough... membership gives you so much more:

- Learn from the single, global **BRM community** to solve your toughest challenges.
- Enhance your **leadership skills** with insightful webinars, templates, and frameworks.
- Advance your organization and career with the **BRM Interactive Body of Knowledge**.

Take advantage of this great resource prior to your BRMP exam to help with preparation.

To access your **BRM Institute 3-month free trial membership**:



1. Scan the QR code
2. Create an account
3. Enjoy incredible professional development resources!

<http://my.brm.institute/trial-membership>



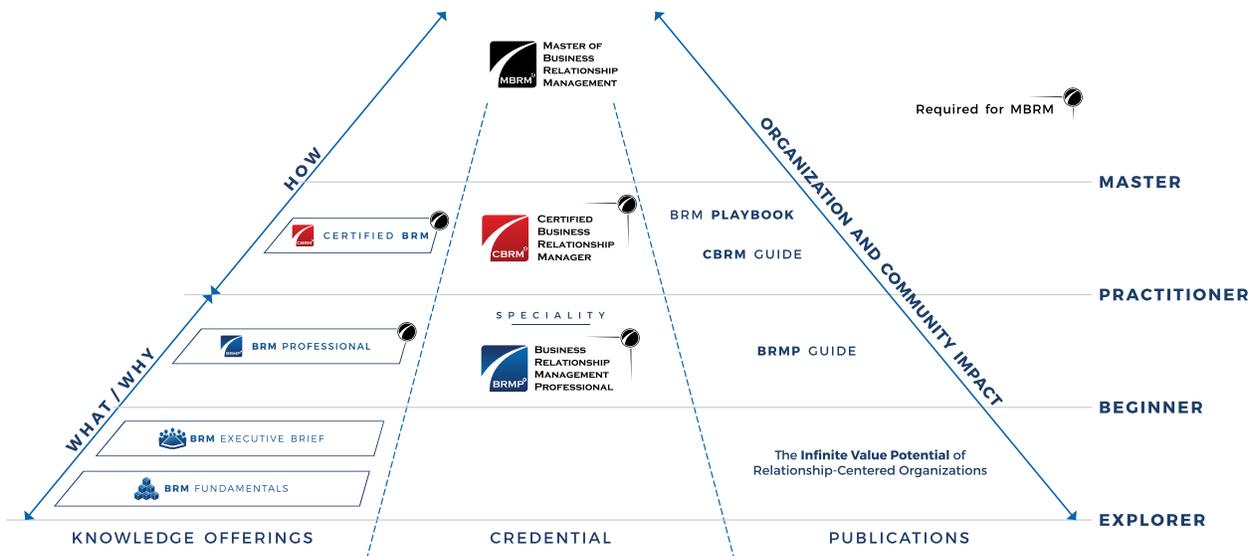
The **3-month membership** is your key to lifelong learning that will make you a master at cultivating valuable relationships.

Look at the **opportunities** that come after you get your BRMP!

## BUSINESS RELATIONSHIP MANAGEMENT CAPABILITY FRAMEWORK



## BUSINESS RELATIONSHIP MANAGEMENT DISCIPLINE PROFESSIONAL DEVELOPMENT



Professional Membership will help you become invaluable to your organization as a **Master of Business Relationship Management (MBRM®)**. After you receive your **BRMP®** (the why and the what of BRM), the next step is to learn how to optimize your **BRM** role. Elevate your knowledge to the level of application and analysis with the **Certified Business Relationship Manager (CBRM®)** certification.

Ask your trainer or contact BRM Institute for more information!"



Copyright © 2021 Business Relationship Management Institute, Inc. All Rights Reserved.  
Resale and unauthorized distribution are strictly prohibited.