

# BUSINESS CASE



ONE OF THE WAYS THAT BRMS ADD VALUE TO ANY ORGANIZATION IS BY RECOGNIZING VALUE WITHIN THAT ORGANIZATION. WHEN VALUE IS RECOGNIZED AND COMMUNICATED, THE FOUNDATION OF THE ORGANIZATION IS STABILIZED, AND SHAREHOLDERS FEEL CONFIDENT IN THEIR INVESTMENT.

AT BRMCONNECT, BRMS GAIN (AMONG MANY OTHER THINGS) REAL-WORLD EXPERIENCE WHICH ALLOWS THEM TO UNDERSTAND AND DEVELOP METRICS TO COMMUNICATE VALUE. IT IS A PLACE WHERE THEY CAN BRING ACTUAL OPPORTUNITIES TO LIFE WITH THE HELP OF BRM COACHES AND COMMUNITY MEMBERS. HERE, BRMS WILL BE INSPIRED, CHALLENGED AND HEARD AS THEY DIVE INTO THE LATEST DEVELOPMENTS AND KNOWLEDGE.

## LEARN

- How to identify and satisfy both personal and organizational purpose.
- Drive a culture that eliminates silos within organizations and instead fosters collaboration and shared ownership.
- Ensure that business strategy exists and keep up with the ever-changing business environment.
- How to excel at shaping business demand.
- What the C-suite's needs are and how to help them be as impactful as possible.
- Differentiate between tactical and strategic BRMs and explore what has and hasn't worked within organizations.



## APPLY

- VALUE PLANS TO DRIVE STRATEGY, BUSINESS VALUE POTENTIAL, BUSINESS VALUE REALIZATION, AND COMMUNICATE RESULTS.
- METRICS TO MEASURE AND COMMUNICATE BUSINESS VALUE RESULTS.
- DIFFERENT ASSESSMENTS TO FURTHER YOUR PERSONAL AND PROFESSIONAL DEVELOPMENT.
- IDEA DOCUMENTS AND THE PLATFORMS THAT HOUSE THEM.
- THE IDEATION PROCESS FLOW AND WHY IDEATION IS CHAOS, RATHER THAN A PROCESS, IDEA DOCUMENTS, OR VALUE PLANS.
- THE FULL END-TO-END VALUE MANAGEMENT PROCESS TO GAIN THE GREATEST INDICATOR OF BRM SUCCESS: THE ABILITY TO ARTICULATE THE BUSINESS VALUE COMING FROM YOUR RELATIONSHIPS.

## CLIENT TESTIMONIAL

*"This is one of the most rewarding growth opportunities I've ever experienced - fostering the adoption of the BRM discipline, capability, and role."*

**EDWIN RODRIGUEZ PAZO, CBRM**

## Knowledge Offerings



**BRMConnect®**  
SAN ANTONIO, TEXAS | 2022

WE HAVE FOUND THAT PAIRING THE CONFERENCE WITH KNOWLEDGE OFFERINGS AIDS IN BUDGET APPROVAL. BRM DISCIPLINE IS COMPRISED OF A FULL SET OF KNOWLEDGE AND CERTIFICATIONS THAT GUIDES BOTH THE BRM ROLE AND CAPABILITY TO MAXIMUM IMPACT.

## GETTING THE MOST FROM BRM INSTITUTE

BRM INSTITUTE IS AN ORGANIZATION DEDICATED TO BEING A CONTRIBUTOR TO YOUR SUCCESS. ARE YOU INTERESTED TO MAKE THE MOST OF YOUR MEMBERSHIP AND THE ONLINE CAMPUS? PLEASE JOIN US FOR A BRM INSTITUTE MEMBERSHIP OVERVIEW AND ONLINE CAMPUS TOUR! PERFECT FOR THOSE THAT ARE CONSIDERING PROFESSIONAL MEMBERSHIP, NEW PROFESSIONAL MEMBERS WANTING TO GET ACQUAINTED WITH THEIR BENEFITS, AND FOR EXISTING PROFESSIONAL MEMBERS TO MAKE THE MOST OF THEIR MEMBERSHIPS!

## BRM FUNDAMENTALS CLASS

BRM FUNDAMENTALS INTRODUCES BRM AS A CAPABILITY, ROLE, AND DISCIPLINE. THE CLASS IS DESIGNED TO FACILITATE AN UNDERSTANDING OF BRM FUNDAMENTALS AND IS OPEN TO EVERYONE (AT ANY LEVEL AND FROM ANY ROLE) WANTING TO LEARN MORE ABOUT INTERACTING WITH AND/OR HOW TO ACHIEVE SUCCESS THROUGH THE BRM PROFESSION.

## BRMP® CERTIFICATION

THE BRMP® TRAINING AND CERTIFICATION PROGRAM IS INTENDED AS A COMPREHENSIVE FOUNDATION FOR BUSINESS RELATIONSHIP MANAGERS AT EVERY EXPERIENCE LEVEL, WITH THE TRAINING AND CERTIFICATION DESIGNED TO PROVIDE A SOLID BASELINE LEVEL OF KNOWLEDGE.

## BRM COMPETENCY SKILLS

BRMS AT EVERY LEVEL CAN BENEFIT FROM THESE HANDS-ON/HOW-TO OFFERINGS FOCUSED ON ELEMENTS OF THE BRM COMPETENCY MODEL.

## ADVANCED PROFESSIONAL DEVELOPMENT OFFERINGS

EXPERTS IN ADVANCED PROFESSIONAL DEVELOPMENT KNOWLEDGE WILL DELIVER ONE AND TWO DAY OFFERINGS THAT WILL ALLOW BRMS TO EXPAND THEIR CAPABILITY WITH NEW CUTTING-EDGE LEARNING STRATEGIES AND TECHNIQUES.

## Other Ways to Save

- Group Discounts- the more the merrier! Contact us for more information
- Professional Member Discount- Professional Members receive \$100 off a BRMConnect ticket.
- Not a member yet? Become one today to save money!
- Register now!

**BRM**  
INSTITUTE

