




AI & BRM

A WINNING COMBINATION

*How Emotional Intelligence
& Artificial Intelligence
Drive IT-Business Success*

-  A Virtual 4-Hour Primer
-  50% Lecture
-  50% Breakout Sessions

LEAD THE CHARGE: BRMs as AI Champions

Business Relationship Managers (BRMs) sit at the crossroads of IT and business—making them the key influencers in AI adoption.

This interactive session empowers BRMs to drive AI integration, showcase business value in every interaction, and enhance enterprise productivity and innovation.

This session delivers practical, forward-thinking strategies to help BRMs:




- **Position AI as a Business Enabler**
Showcase AI's value in every engagement.
- **Accelerate AI Adoption**
Build confidence and reduce resistance.
- **Strengthen AI-Augmented Decision-Making**
Guide smarter, data-driven strategies.
- **Master AI-Enhanced Communication**
Deliver AI insights with clarity and impact.
- **Apply Ethical AI Leadership**
Ensure responsible, trust-based AI use.
- **Drive Innovation**
Leverage AI to spark new opportunities.

Key Takeaways & Deliverables

- **AI Advocacy Playbook for BRMs**
Strategies to drive AI adoption and showcase value in every interaction.
- **AI Productivity Framework**
How AI enhances business efficiency and decision-making.
- **AI Communication Toolkit**
Guide smarter, data-driven strategies.
- **Master AI-Enhanced Communication**
Methods to clearly articulate AI's impact and potential.
- **Ethical AI & Trust Guide**
Building responsible AI adoption strategies.



SESSION BREAKDOWN

-  **Duration:** 4 Hours
-  **Format:** Lecture & Breakout
-  **Sessions | Breaks:** Two 15-Minute

BRMs as AI Advocates – Aligning AI with Business Needs

Lecture: How BRMs can position AI as a game-changer for IT-business collaboration.

Breakout: Case Study & Exercise – Identifying AI's value in real-world business scenarios.

Break (15 min)

Leading AI Adoption with Emotional Intelligence

Lecture: Overcoming AI resistance, trust-building strategies, and ethical AI leadership.

Breakout: Scenario Workshop – Addressing AI pushback and positioning AI for success.

Break (15 min)

AI in Action – Driving Productivity & Efficiency

Lecture: AI for automation, business intelligence, and enhanced decision-making.

Breakout: Stakeholder Role Play – Translating AI insights into persuasive business recommendations.

AI for Innovation & Long-Term Impact

Lecture: AI-driven business growth, AI learning agility, and the future of AI in BRM roles.

Breakout: Final Team Challenge – Building an AI adoption roadmap that delivers measurable results.