



CERTIFIED BUSINESS RELATIONSHIP MANAGER



The CBRM® is the only globally recognized practitioner certification for Business Relationship Managers and shows the candidate demonstrates the knowledge and skill needed to perform the role of Strategic Business Relationship Manager.

Understanding the theory behind BRM is one thing, but translating it into actionable practices is another. The Certified Business Relationship Manager credential equips you with the techniques and tools needed to implement BRM within your organization for measurable and sustainable results. Gain the skills to develop a BRM capability roadmap, establish holistic partnerships, and drive strategic intents across the organization. The CBRM course is intended for intermediate to advanced BRM professionals who want to develop their skills and go from partner, to practitioner.

CBRM LEARNING OBJECTIVES:

The successful candidate will demonstrate a deep understanding and ability to perform the Strategic BRM role. Specifically, the candidate will:

Understand how BRM contributes toward organizational purpose, strategy, and ensures impact/results.

Practical steps necessary in bringing about rapid organizational change.

How organizational demand is expressed; how to respond and shape demand with consideration of common demand barriers.

The various ways in which value leakage occurs within an organization and how to address it. Strategic collaboration between other disciplines and methodologies to enhance role clarity and optimize value realization.

Upon Completion of this Class Your Will:

Model and assess an organization's present capabilities in regard to their contribution in driving value realization.

Apply cross-organization communication techniques to clearly articulate value delivered to the organization and build trust with partners.

Apply BRM techniques and metrics to define, realize, and optimize organizational value.

How to shape strategic initiatives for optimal value, with due consideration of potential risks using methods like Scenario Planning and Capability Roadmapping.

Identify key areas of improvement in regard to the organization's BRM Capability.





Learning HOW to do the BRM role is a game-changer. Students leave the CBRM course feeling empowered by the richness of the tools and techniques. Students know they are equipped to apply what they've learned to real-world scenarios.

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Are you challenged with delivering sustainable results?

Ready to shape strategic agendas and optimize business value?

Do you have the skills to foster collaborative relationships that drive innovation?

Are you equipped with the robust, tools, techniques and skills to be a strategic partner?

Students who gain their CBRM credential have reported a 98% improvement in their strategic relationships. Now is the time to set yourself apart with the highly sought after skills needed to become a true practitioner of Business Relationship Management.

The Certified Business Relationship Manager credential will elevate your impact and establish you as a influential practitioner of Business Relationship Management.

Deep dive into advanced BRM practices and gain the skills you need to make a meaningful impact, **start today!**

Drive positive value outcomes and achieve lasting results with your Certified Business Relationship Manager credential!