

# Is your organization looking at how to achieve success through Business Relationship Management?

Learn how the BRM discipline drives value for organizational success



## BUSINESS RELATIONSHIP MANAGEMENT EXECUTIVE BRIEF

**BRM Executive Brief- High-** *High-Level BRM Knowledge.  
The How and Why. Real-Life Examples*

Lead your organization with BRM.

Are you looking to shift your organizational culture in order to improve function and results? Business Leaders and Executives from across all industries will gain insights, knowledge and applications of Business Relationship Management from the BRM Executive Brief.

## ADOPTING BUSINESS RELATIONSHIP MANAGEMENT IN YOUR ORGANIZATION



**Satisfy Purpose**



**Rise of the People Platform**



**Drives Value**



**Builds Strategic Partnership**



**Evolves Culture**

Executive Brief is a component of the BRM Institute Knowledge Path to Success | Introduction Series that serves as a continuation of the BRM certification programs BRMP® and CBRM®.

### BUSINESS RELATIONSHIP MANAGEMENT VALUE FRAMEWORK



EVOLVE CULTURE, BUILD PARTNERSHIPS, DRIVE VALUE; SATISFY PURPOSE

"Launching a "BRM Academy" in a multinational group like Nestlé can be a bit daunting...this is why I have reached out to the BRM Institute to take full advantage of their easy to deploy packages. First, we used the "Executive Brief" to onboard IT and Business Senior leaders on our BRM journey. Then, we took the "BRM Fundamentals" to build out our BRM Essentials program. Every chapter brings a new foundational concept, and we then added our Nestlé flavor to integrate it within our overall transformation efforts. Great industry material, take it, use it and bring BRM to life."

-Patrick Charton  
Nestlé, Head of IT Switzerland  
Nestlé BRM Lead

**Target Audience:** C-suite executive and the benefits to adopting the discipline in their organization.

**Duration:** 30-90 minute presentation

**Prerequisites:** None

**Fees:** None



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Joining BRM Institute as a Professional Member is a great way to get a head and learn about the BRM role before your formal training starts! Immediate access to the BRM Book of Knowledge, past webinars, articles, and access to our supportive community of business relationship management professionals.

Join now by visiting: [brm.institute/join-now/](http://brm.institute/join-now/)!