



ACHIEVE **GREATER RESULTS,** **FASTER.**

Exceptional Business Relationship Management (BRM) is a workshop that equips leaders and teams with the tools to elevate your BRM office/program/team and strategically align it with organizational objectives.

Designed for every stage of BRM maturity, this workshop allows participants to assess current state, develop tailored strategies, and deliver greater results faster. Delivered over 1.5 days, virtually or in person, this workshop can be customized to the needs of your organization.

Through assessments and expert guidance, participants will create actionable BRM plans to define and establish metrics to measure relationship maturity and value delivery. Whether you're launching, scaling, or refining your BRM program, this workshop is everything you need to achieve the results you desire.

Workshop **OBJECTIVES**

- **Establish where your organization is today**-current Business relationship management capability level
- **Create a personalized action plan** for how to evolve your BRM office/program/team and a "tailored evolution strategy"
- **Identify essential BRM processes** through assessment to enhance or implement your current state
- **Define BRM roles, establish metrics, and maintain a repository** of BRM artifacts and best practices to support team clarity and consistency.
- At the end of this workshop, **your team will have a sustainable approach to continuous improvement practices that adapt to evolving organizational needs.**

*Upon completion of **this workshop,** you will be:*



Empowered by a clear understanding of how to align BRM with broader organizational goals, reinforcing their capacity to make strategic contributions that drive mission-focused results.



Confident in the ability to set, track, and communicate BRM metrics and make data-informed decisions, ensuring alignment with measurable organizational impact.



Informed and equipped with structured BRM tools and processes, including relationship maps, capability roadmaps, and strategic relationship plans, to guide long-term planning and optimize engagement.



Strategic and forward-thinking with insights on how BRM can contribute to sustainability, bottom-line impact, and continuous improvement, ensuring BRM's value evolves with the organization.



Positioned as leaders capable of advocating for BRM, gaining executive buy-in, and building a BRM practice that reinforces the organization's core mission.

Workshop **OUTLINE**

Welcome and Introductions



Closing and Next Steps

Who Should **ATTEND?**

- **Organizations** at any stage of their BRM journey.
- **Leaders and teams** keen on enhancing strategic partnerships.
- **Professionals** looking to advance BRM within their organization.

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“Launching a BRM Team in a multinational group like Nestle' can be daunting...that is why I have reached out to BRM Institute to take full advantage of their easy-to-deploy packages. First, we introduced BRM to Senior Business leaders on our journey, then we took our team through BRM Fundamentals and the BRMP to get a strong foundation, at that point we integrated our own flavor within our overall adoption of BRM and this has brought us light years forward as far as results as concerned. Great industry material, take it, use it and bring BRM to life within your organization.”