

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

Learn how to interact with the BRM role and achieve success



## BUSINESS RELATIONSHIP MANAGEMENT FUNDAMENTALS

### BRM Fundamentals - *Explore. Evolve. Excel.*

Your BRM journey starts here.

Are you trying to break down detrimental departmental silos as well as unite external business partners, but aren't sure how?

BRM Fundamentals will answer all of your basic questions on the role, capability, discipline and its function within an organization like yours!

Learn where the BRM role fits in the organization.

Intended for individuals in any role, at any level!



## NAVIGATING BUSINESS RELATIONSHIP MANAGEMENT IN YOUR ORGANIZATION



### Defining BRM

As a capability, role and discipline



### BRM Realization

Evolving culture, building partnerships, driving value



### Results of BRM

Relationships, business value, artifacts

"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. We used 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:** New BRMs that want to learn more in an on-boarding capacity. Any role within an organization that wants to understand and work effectively with BRM.

**Duration:** 1 Day

**Prerequisites:** None

**Fees:** Subject to Registered Provider Schedule



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BRM Fundamentals 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®.

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/)!