



BRMFundamentals



Immerse yourself in the enriched **BRM Fundamentals**, a dynamic course that delves deeper into becoming more **Relationship-Centered (RC)** alongside a comprehensive study of core BRM principles and practices. Crafted to empower professionals of all levels and roles, this powerful learning experience includes student exercises to unlock valuable insights into fostering relationships into partnerships. As a blend of theory and practice, elevate your skills and make a lasting difference for you and your organization.

BRM Fundamentals Learning Objectives

Participants can expect an interactive and lively one-day session, with a high level introduction to successfully navigate the complexity of BRM.

Topics include:

- Defining BRM as a capability, role, and discipline
- Understanding what a BRM does and does not do
- Providing the language needed to change perceptions and perspectives
- Learning how the BRM discipline interacts with other disciplines (project managers, business analysts, business functions, strategy, architecture, etc) inside an organization
- A basic introduction to the frameworks, processes, models allowing participants to immediately implement course tools and techniques into their day-to-day practice
- Understanding BRM capabilities and their corresponding value potential
- Acquire the latest central topics surrounding BRM in a concise, comprehensive learning approach

This course is not a prerequisite for the Business Relationship Management Professional (BRMP)

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®.



- **Defining BRM**
As a capability, role and discipline.
- **BRM Realization**
Evolving culture, building partnerships, driving value, satisfying purpose.
- **Tools of BRM**
Introduction to the frameworks, models, and techniques used.
- **Results of BRM**
Relationships, business value, shared ownership.



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