

Is your organization's BRM capability a service provider or strategic partner?

Learn how to advance your BRM capability, evolve enterprise culture and ensure value recognition across the organization.



BUSINESS RELATIONSHIP MANAGEMENT — STRATEGIC PARTNERING APPROACH —

Strategic Partner Approach- *Clarity. Growth. Empowerment.*

Break down obstacles with BRM.

Geared towards the individual approach and/or at the organizational level, the Strategic Partnering Approach will provide you with the knowledge and tools to advance your existing BRM capability to the next level. Walk away with an individual road map to improve relationship maturity. As a result, you'll see strengthened collaboration driving a culture of creativity, innovation, and shared ownership across enterprise, delivering intended business value results.

ADVANCING TO STRATEGIC PARTNERS IN THE ORGANIZATION.



"The SPA Session was an "Aha" experience for our team. Our organization is going through a significant overall transformation, of which BRM is a critical component. The SPA Workshop was exactly what was needed. Right people, right time and right focus that provided a clear path forward on how to build and execute the BRM practice throughout our organization" -Cheryl V.

Target Audience: BRM teams who need to advance its BRM capability from order taking service provider to strategic partner.

Duration: 1.5 days

Prerequisites: None, BRMP® recommended

Fees: Subject to Selected Registered Provider



Setting Goal

Clarification, strategy



Evolving Culture

Shared ownership, collaboration, value-driven creativity



Becoming Business

Converge, relationship value mapping



Impact

New discipline interactions, artifacts, processes.



Team

Energize, empower

Strategic Partnering Approach is a component of the BRM Institute Knowledge Path to Success | Application Series that serves as a continuation of the BRM certification programs BRMP® and CBRM®.



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Joining BRM Institute as a Professional Member is a great way to get a head start 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.

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