

# Can you define, drive and optimize value across your organization?

Discover how to communicate recognized value and lead your organization in the global shift to Purpose!



## BUSINESS RELATIONSHIP MANAGEMENT

Becoming a Value-Focused Organization

### Value Framework- Understand Value. Measure Value. Realize Value.

Discover what is most important.

Does your organization need a "check" to refocus on what is truly valuable instead of being easily distracted? Through this workshop, become empowered to share ownership of business value, engage your strategic partners effectively, and learn vital skills such as value measuring, optimizing, and communication. Successfully produce the intended business value results in your organization through continued measurement and evaluation.

## RECOGNIZING BUSINESS VALUE TO THE ORGANIZATION.



### Satisfy Purpose

Identify. Satisfy.



### Business Strategy

Creativity. Innovation. Collaboration. Recognition. Leadership.



### Value Discovery

Idea Generation. Opportunities. Value Plan.



### Value Realization

Business Case. Value Plan.



### Value Results

Value Recognition. Validation.



### Value Optimization

Measurement. Communication.

Becoming a Value-Focused Organization 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®.

## BUSINESS RELATIONSHIP MANAGEMENT VALUE FRAMEWORK



EVOLVE CULTURE, BUILD PARTNERSHIPS, DRIVE VALUE; SATISFY PURPOSE

"Attending the course provided a great opportunity to get ideas for applying key concepts and frameworks for implementation at our company. We were able to compare the process and artifacts we were developing to ensure we were comprehensive in our approach, and the opportunity to network on the topic with other BRMs was very useful." -Terry K.

**Target Audience:** BRMs who need to understand how the Value Framework can achieve value recognition by defining, clarifying, measuring and communicating organizational value in both tangible and intangible terms.

**Duration:** 1.5 days

**Prerequisites:** None, BRMP® recommended

**Fees:** Subject to Selected Registered Provider



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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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