



BUSINESS RELATIONSHIP MANAGEMENT
— STRATEGIC PARTNERING APPROACH —
Leveraging a BRM Capability to Drive Business Value,
Build Strategic Partnerships, and Evolve Enterprise Culture

The Shifting Business Context - The Digitalization of Everything

Many enterprises, including businesses, local and federal government are undergoing some form of business transformation enabled by rapidly evolving information technologies and information sources. Information technologies (IT) such as cloud computing, web-based platforms, the Internet of Things (IoT), artificial intelligence (AI), mobile computing, data analytics, 3-D printing, virtual reality, and robotics are transforming industries, economies, and lives around the globe.

The number of formerly successful companies being driven to obscurity by agile, tech-savvy competitors and substitute products grows daily. Retail stores are being shuttered while eCommerce businesses thrive. Even government agencies—which are seldom early adopters of technology—are beginning to simplify and automate operations and offer more self-service options.

It's no longer about technology providing a competitive advantage but rather about the speed of its adoption. That is the competitive necessity.

How do we manage these type of scenarios?

For CxOs, the question then becomes, "How?" How does a CxO re-brand and reorganize in a way that moves their entire function beyond the position of a service provider to a converged strategic partner that shares ownership for business results?

We believe the answer is in Business Relationship Management. And we're not alone. Many enterprises are witnessing how this critical capability can converge cross-functional teams and eliminate value-depleting organizational silos.

Here is how do we this?

Strategic Partnering Approach (SPA)

The Strategic Partnering Approach workshop guides the participant through creation of a journey map to move their function to a converged strategic partner with shared ownership of business strategy and results. As a Strategic Partner your primary focus is on strategic business relationship management leveraged to drive business value, build strategic partnerships and evolve enterprise culture.

While most organizations have some level of BRM capability, the Strategic Partnering Approach is designed to help business professionals engaging key stakeholders in co-creating a roadmap for reaching and sustaining strategic partnerships that drive increased collaboration and ensure value optimization across the organization.

Any organization that is launching a BRM capability, working to improve its BRM capability, or is interested in taking its successful BRM capability to the next level can benefit from team engagement in Strategic Partnering sessions.

Learning Objectives

- Workshop participants can expect interactive and lively one-to-two-day sessions, with a deep dive into the most common obstacles experienced by organizations working to evolve their BRM capability. Among these topics are:
- Clarifying your organization's goal with IT, HR, Finance and other functions as a co-leaders (Strategy)
- Evolving culture to support collaboration and shared ownership (Culture)
- Breaking down siloes to integrate different functions (Convergence)
- Understanding the impact BRM has on each individual function (Making It Personal)
- Energizing and empowering the BRM capability team (Team)
- Ensuring and communicating realized value (Measurement)

Agenda

1. **Introduction** – This section sets the context and background outlining the need for BRM capability success.
2. **Setting the Strategic Partnership Goal** – This section explains why strategic partnership is necessary, with a focus on shared ownership of business strategy and business results.
3. **Defining the "How" of Strategic Partnering** – This section determines what it takes to achieve strategic partnership.
4. **Building a Journey Map for Strategic Partnering** – This section walks the reader through simple steps to achieve strategic partnership and shared ownership of strategy and results.
5. **Continuous Improvement** – Building on Success – This section details how to optimize the value of the BRM capability, its impact, and business results.
6. **Catalog of Business Relationship Management Playbook Techniques** – This section provides guidance on specific BRM techniques and other reference materials for your professional success.

This workshop includes the following:

BRM Playbook (ebook)

Workshop Workbook and handouts

Two (2) hours of online coaching after the session

The ability to apply for the BRM Institute Certificate of workshop completion

The ability to apply for MBRM, Master of BRM and Certificate of Experience

*Team pricing is available. Contact us for more details.

Location and Dates