



Business Relationship Management Professional (BRMP[®]) Certification

To improve your role and satisfy organizational purpose by connecting relationships to results.

Business Case

Scope

The Business Relationship Management Professional (BRMP) training and certification program provides a **foundational** understanding of business relationship management (BRM) for individuals at every experience level, with the training and certification designed to provide a solid baseline level of knowledge. In other words, this course provides the “why” and the “what” – “why” business relationship management is important to your organization and “what” a BRM capability does do to add value to your organization.

This interactive course, with discussions, partnering activities, and periodic knowledge checks, will provide you with the opportunity to apply learning to your unique organizational situations, creating solutions that you can use immediately upon returning to your workplace. This practical knowledge will allow you to demonstrate immediate value in your role, as well as prepare you for the BRMP Certification exam.

Program participants will be provided with:

- ◆ BRMP Course Textbook
- ◆ Participant Guide containing copies of the slides with note space
- ◆ Worksheets and forms that will be useful beyond the workshop
- ◆ The full-text articles that the course is based upon

Once you have passed the Certification exam, you will be awarded a digital badge that represents your comprehension of, and ability to implement, course knowledge.

Deliverables

Upon completion of the BRMP course, you will be able to demonstrate an understanding of a variety of BRM-related tools, including (but not limited to):

- ◇ Idea Documents
- ◇ Value Plans
- ◇ BRM Capability Framework
- ◇ BRM Role Competency Model
- ◇ Relationship Maturity Model
- ◇ Value Optimization
- ◇ Relationship Strategy on a Page

You will also learn:

- ◆ What business relationship management is and the value it provides to your organization.
- ◆ Why an organization needs to move beyond traditional goals of profit and products to encompass ones appropriate for a relationship-centered organization.
- ◆ The importance of integrating business relationship management into every element of your organization.
- ◆ The importance of educating your organization on how a mature BRM capability will evolve culture, build partnerships, drive value, and satisfy purpose.
- ◆ How to apply business relationship management to your organization's triple bottom line of people, purpose, and planet.
- ◆ The basic knowledge, skills, and mindsets of the business relationship management role.
- ◆ The core BRM approaches, tools, and templates used to achieve results.
- ◆ The value and impact of the business relationship management capability on your organization by completing a draft of the BRM Capability Workbook.

Benefits

There are benefits, both individual and for the organization, when attaining the BRMP. Consider the following phrases, and the impact each has on adding to the value of your role:

- ◆ I am empowered to step bravely into the future using the latest and most recognized methods to help my organization thrive.
- ◆ I feel confident knowing I am using proven industry best practices, basic information, and skills business relationship managers should have when starting out.
- ◆ I am prepared to return to my organization to make an impact with practical checklists, resource lists, and worksheets from the course, which will be helpful as part of my day-to-day role.
- ◆ I am confident in my role as a leader who can upskill my team and partners with valuable BRM knowledge, empowering them to build partnerships and drive value throughout our organization.
- ◆ I know what business relationship management is about and can clearly communicate why it is important to my organization.
- ◆ I can use practical knowledge to demonstrate value through quick wins and effective communication with leaders.
- ◆ I have access to the BRM Body of Knowledge which provides all the resources I need to continually advance the BRM capability of my organization.

Who needs to take this course?

- ◆ Anyone who recognizes the importance of relationships and measuring value in their organization.
- ◆ Anyone who has the title of business relationship manager or is filling the role of one. Common titles include *Business Partner, Project Manager, Business Analyst, Technical Communicator*, and more.

I now have my BRMP – What's Next?

Earn your Certified Business Relationship Manager (CBRM®) Certification

- ◆ The CBRM practitioner qualification is intended for individuals with intermediate-to-advanced BRM experience, as it focuses on advancing to the role of strategic business relationship manager. As such, the primary focus is on strategic business relationship management, leveraged to optimize business value to the organization.
- ◆ The purpose of the CBRM is to confirm whether the candidate has achieved sufficient knowledge of BRMP material and to elevate comprehension to application and analysis.
- ◆ To pursue the CBRM certification, a candidate must be a certified Business Relationship Management Professional (BRMP).

Join the Single, Global BRM Community!

You are not alone! There is a global community of individuals and teams advancing their organization's BRM capability. They are going through similar challenges, and constantly adding their experience and key learnings to the BRM Interactive Body of Knowledge (BRMiBOK). Stay up to date on the latest knowledge and resources, network with supportive communities, and add your wisdom to the evolving BRM discipline.

Get Certified

For further details and links to accredited training providers:

visit | brm.institute