

## BRMP v.2021 VIRTUAL CLASS

**SEPTEMBER 25-26-27, 2023**

**The Business Relationship Management Professional (BRMP®) training and certification program is intended as a comprehensive foundation for Business Relationship Managers (BRM) at every experience level, with the training and certification designed to provide a solid baseline level of knowledge regarding the BRM role and how well-cemented and effective BRM disciplines can positively impact overall business results.**

### What are the Benefits of BRMP?

**The 2021 Evolved BRMP version provides an improved BRM Role Competency Model that directly supports the capabilities of BRM (Evolve Culture, Build Partnerships, Drive Value; Satisfy Purpose). As well as transferable, function-generic knowledge that will help you drive value and build partnerships regardless of your title. And help shifting the language and mindset of your teammates, organizing, leading, and assessing the value of a BRM team. You will:**

- ❖ Have a practical framework for identifying, planning, establishing and sustaining BRM Capability within the enterprise
- ❖ Understand the need and value of being a Strategic partner rather than an Order Taker
- ❖ Acquire key competencies for the BRM Role, such as Strategic Partnering, Business IQ, Portfolio Management, Provider Domain, Powerful Communications
- ❖ Identify Tools/Artefacts that can be leveraged to improve relationships with Business Partners

### Who should attend?

**Typical job roles include:**

- Representatives of shared services organizations
- IT, HR, Finance, Directors & Managers
- Customer Relationship Managers
- Business Analysts

### What you will learn?

- The contribution of the BRM role to your organization's purpose
- How a BRM team can advance the BRM capability to evolve culture, build

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partnerships, drive value, and satisfy purpose within your organization

- Why an organization should move beyond profit and products to encompass people, purpose, and planet
- The principles of effective and persuasive communication

### Prerequisites

There are no prerequisites to take this course. Experience in a business environment is beneficial.

Participants are asked to complete the pre-course reading provided. (3 hours).

### Virtual Classroom Hours

Eastern Time	8h30 am to 4h30 pm
Central Time MB	7h30 am to 3h30 pm
Central Time SK	6h30 am to 2h30 pm
Mountain Time	6h30 am to 2h30 pm
Pacific Time	5h30 am to 1h30 pm



### Why choose Paradigm?

PARADIGM is a consulting firm headquartered in Regina, Saskatchewan. PARADIGM has been offering APMG and AXELOS best practice training and consulting services for over a decade in Saskatchewan and Manitoba.

At Paradigm, we are committed to making sure that the term "Best Practices", is more than just a buzzword that gets thrown around. In fact, we have taken Best Practices to a whole new level to improve our skills, and to provide the very best services possible for our customers.

**This course conforms to the syllabus set down by the BRMI for those wishing to gain BRMP certification and is delivered by ATO**



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### Course Content

#### BRM Introduction – The Bigger Picture

- Why BRM? Why Now?
- Relationship-Centered Organization
- Theory of “Relationshipism”
- Triple Bottom Line
- BRM Defined: Capability, Discipline, Role
- Activity Domains
- BRM Challenges
- Tools included: BRM Role Competency Model

#### BRM Capability

- BRM Capability Framework
- Organizational Purpose and Strategy
- Organizational Factors
- Core Values
- Now-to-New

#### BRM Capability: Evolve Culture

- Purposeful Narrative
- Desired Behaviors/Shared Ownership, Leadership-as-Practice
- Influential Relationships
- Personal Growth/Growth Mindset
- Tools included: Storytelling, Language Matters, Relationship Network Directory

#### BRM Capability: Build Partnerships

- BRM Role Competency Model
- Relationship Maturity and Quality, Discovery, Nurturing
- Tools included: Relationship Maturity Model (RMM), Relationship Strategy on a Page (RSOAP)

#### BRM Capability: Drive Value

- Types of Value, Sources of Value
- Drive Value Framework
- BRM Role Competency Model

- Value Discovery, Realization, Results
- Tools included: Idea Document, Value Plan, Value Optimization Report

#### BRM Capability: Satisfy Purpose

- BRM Role Competency Model
- Through the BRM Capability
- Through the Triple Bottom Line
- Social Value

#### BRM Role

- Role Clarity
- Single Point of Focus
- BRM Code of Ethics
- Scope of BRM Role

#### BRM Team

- BRM Team Definition, Purpose, Mission
- Assessing the Value of a BRM Team
- Organizing, Leading a BRM Team
- Transition Management, Coaching BRMs

### Programs available

#### BRMP®

*All our programs include the material + exam(s) and allow PMPs to claim PDUs.*

### Course Fees

\$2,385+GST per person

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