Course Aim:
To enable students to perform the Strategic BRM role with a primary focus on strategic business relationship management, leveraged to optimize value to the enterprise. The candidate must be a BRMP® graduate and have the skillset of an intermediate-to-advanced Business Relationship Manager.

Key learning Points:
• Business Relationship Maturity and Value
• Assessing the BRM Context
• Developing Strategic Relationships
• Optimizing Business Value

Key course features include:
• Access to CBRM toolkits
• The CBRM® Guide to the BRM Body of Knowledge
• The characteristics of the BRM role
• How Portfolio Management techniques are used to maximize realized business value
• The conditions that minimize 'value leakage'
• The BRM role in Service Management
• How to communicate effectively and persuasively

https://brm.institute/
https://apmg-international.com/