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Learning Style: Virtual Classroom

Technology:

Difficulty: Beginner

Course Duration: 3 Days

Next Course Date: **November 17, 2025**

Business Relationship Management Professional (BRMP) Training



About This Course:

The Business Relationship Management Professional (BRMP) training and certification course will provide you with a foundational understanding of business

relationship management. This course provides the “why” business relationship management is critical to your organization and “what” a BRM does to add value to their organization. This interactive course includes discussions and real-life exercises that will provide you with the opportunity to apply the learning to your organizational situations and allow you to show immediate value, as well as prepare you for the BRMP Certification exam.

Exam fee included in the cost of the course

This course has been approved for 21 PDUs | 21 CDUs

Course Objectives:

- Define what business relationship management (BRM) is and the value it provides to an organization.
- Demonstrate the need for an organization to move beyond traditional goals focused on profits and products to encompassing a relationship-centered approach that maximizes value.
- Understand the importance of integrating BRM into every facet of the organization.
- Educate the organization about developing BRM capability to evolve culture, build partnerships, drive value, and satisfy purpose.
- Apply BRM to the organization's triple bottom line of people, purpose, and planet.
- Employ the basic knowledge, skills, and mindsets of the BRM role.
- Recognize core BRM approaches, tools, and templates used to achieve results.
- Measure the value and impact the BRM capability has on an organization.

Audience:

- This course is for anyone who recognizes the importance of relationships in organizations. A BRMP certification indicates a thorough knowledge of connecting relationships to results and a command of fundamental concepts and skills necessary to be a valued partner within your organization.

Prerequisites:

- None

Course Outline:

Business Relationship Management (BRM) Introduction

- Why BRM? Why Now?
- Relationship-Centered Organization
- Theory of Relationshipism
- Triple Bottom Line
- BRM Defined
- BRM Role Competency Model
- Activity Domains

BRM Capability

- BRM Capability Framework
- BRM Workbooks
- Strategic Relationship Plan

BRM Capability – Evolve Culture

- Evolve Culture Framework
- BRM Role in Evolve Culture
- Purposeful Narrative
- Desired Behaviors
- Influential Relationships
- Personal Growth

BRM Capability – Build Partnerships

- Build Partnerships Framework
- BRM Role in Build Partnerships
- Relationship Maturity and Quality
- Partnering Mindsets
- Relationship Discovery
- Relationship Nurturing

BRM Capability – Drive Value

- What is Value?
- Types and Sources of Value
- Drive Value Framework
- BRM Role in Drive Value
- Value Discovery, Realization & Results

BRM Capability – Satisfy Purpose

- Satisfy Purpose Framework
- BRM Role in Satisfy Purpose
- Through BRM Capability & Triple Bottom Line
- Social Value

BRM Role

- Our Purpose and What We Believe
- Role Clarity
- BRM Code of Ethics
- BRM Role Competency Model
- BRM Mindset
- Scope of BRM Role

BRM Team

- Our Purpose and What We Believe
- BRM Team Definition
- BRM Team Purpose, Mission, and Vision
- Assessing the Value of a BRM Team
- Organizing and leading a BRM Team
- Transition Management
- Coaching BRMs