

## BUSINESS RELATIONSHIP MANAGEMENT PROFESSIONAL (BRMP®)

Cultivate the competencies to foster effective business value-producing relationships.

**3 DAYS**

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.



Business Relationship Management (BRM) Institute is the leading non-profit organization that serves the global Business Relationship Management professional community.

### What You Will Learn

- The characteristics of the BRM role
- What it means to perform as a strategic partner, contributing to business strategy formulation and shaping business demand for the service provider's services
- The use of Portfolio Management disciplines and techniques to maximize realized business value
- Business Transition Management and the conditions for successful change programs to minimize value leakage
- The BRM role in Service Management and alignment of services and service levels with business needs
- The principles of effective and persuasive communication

This comprehensive course introduces you to, and provides details for building "The House of BRM", which includes the following three key aspects of Business Relationship Management:

1. The "Foundation" supports the BRM role and ensures it has the competencies to be effective and deliver value to both the provider organization and its business partners.

2. The "Pillars" define the BRM space in terms of Core BRM Disciplines: Demand Shaping, Exploring, Servicing and Value Harvesting.
3. The "Roof" protects Business Relationship Management as a key aspect of provider capability. It does this by ensuring clarity around the role, discipline, and organizational capability of Business Relationship Management in the context of the Provider Strategy and Operating Model.

### Who Should Attend

- Business Managers, IT Managers, HR, and Finance
- Customer Relationship Manager or External Partners
- Provider Managers, Function Owners.
- Those with a Business Relationship Management role or position
- Consultants looking to gain an insight into Business Relationship Management and looking to gain certification as a Business Relationship Manager

### Inclusions

Registration fees include:

- All educational materials (textbooks, workbooks, etc.)

Registration in the certification exam

ALGONQUIN COLLEGE CORPORATE TRAINING specializes in industry-focused training solutions that equip employees with the knowledge, skills and expertise needed to succeed in their day-to-day work, to advance in their careers and to build organizational capacity.

For more information, contact us at (613) 727-7729 or visit [www.algonquincollege.com/corporate](http://www.algonquincollege.com/corporate)

The course includes:

- 3 days of classroom training from a BRMP Approved Trainer
- Official BRMP manual: The BRMP Guide to the BRM Body of Knowledge
- If you are a member of the Business Relationship Management Institute, you are able to download a copy of this guide for free on the [BRMI homepage](#)
- Accredited course material including sample exam questions
- BRMP exam + Certificate

Business Relationship Management Professional (BRMP®) aims to provide participants with sufficient knowledge and understanding of the Business Relationship Management role and the organizational capability to create awareness of the role with business partners and senior provider management. The BRMP should be able to assess the current state of their business-provider relationships, business demand maturity and provider supply maturity with the objective of scoping what aspects of the BRM role would be appropriate to implement or amend.

The participant should anticipate significant time in the evenings toward review and independent study of the course materials.

## Certification Examination

- Multiple choice format
- 50 questions per paper
- 25 marks or more required to pass (out of 50 available) – 50%
- 40-minute duration
- Closed book

## How to Register

To register, call (613) 727-7729

Or email [training@algonquincollege.com](mailto:training@algonquincollege.com)

Time: 8:30 a.m. to 4:30 p.m.

Fee: \$2,500 (plus HST) for 3-day program

Location: Algonquin College Learning Centre,  
700 Sussex Drive, 2<sup>nd</sup> Floor, Ottawa ON K1N  
1K4

Check-in, coffee and muffins start at 8:00 a.m.  
Afternoon refreshment provided.

Group size is limited to 20.

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