MERCURY

Business Relationship Management Professional BRMP

15 – 19 November 2027
Amsterdam (Netherlands)



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Business Relationship Management Professional BRMP

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Introduction

The Business Relationship Management Professional BRMP course provides a foundation for managing business relationships as strategic capabilities. It examines how BRM connects business strategy, stakeholder expectations, provider capabilities, and measurable value. Participants explore the BRM role, competencies, frameworks, and practices for building trusted partnerships. The program develops skills in stakeholder engagement, demand shaping, communication, influence, and value realization. It addresses BRM's role in change, innovation, cultural alignment, and continuous improvement. Participants learn to evaluate relationships, strengthen collaboration, and support strategic business outcomes.

Targeted Groups

This Business Relationship Management Professional BRMP training targets professionals seeking knowledge and skills:

- Business relationship managers building strategic partnerships.
- Service managers aligning business and provider needs.
- IT and digital leaders strengthening collaboration.
- Business analysts aligning stakeholder needs with priorities.
- Project and program managers managing relationships and value.
- Consultants supporting transformation and relationship strategy.

Course Objectives

Participants will achieve the following objectives by completing the Business Relationship Management Professional BRMP course:

- Explain the purpose, principles, and organizational value of business relationship management.
- Distinguish the BRM role, discipline, capability, and relationship management responsibilities.
- Examine how business strategy, organizational purpose, and stakeholder needs shape relationship priorities.
- Apply structured approaches to build trust, strengthen partnerships, and improve collaboration.
- Analyze stakeholder expectations, business demand, opportunities, risks, and relationship maturity.
- Develop value-focused relationship strategies that connect business needs with provider capabilities.
- Use BRM frameworks, relationship plans, capability assessments, and value-oriented tools.
- Evaluate relationship performance through measurable outcomes, feedback, and continuous improvement.
- Strengthen communication, facilitation, negotiation, influence, and strategic partnering skills.
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Recognize how BRM supports organizational change, innovation, culture, and sustainable business value.

Targeted Competencies

Participants will gain the following competencies during the Business Relationship Management Professional BRMP program:

- Strategic relationship management and stakeholder engagement.
- Relationship strategy and partnership building.
- Business acumen and strategic thinking.
- Stakeholder analysis, communication, and influence.
- Demand shaping and value realization.
- Relationship maturity and capability development.
- Cross-functional collaboration and conflict management.
- Business value and outcome-focused decisions.
- Change leadership, innovation, and cultural alignment.
- BRM tools, frameworks, and performance evaluation.

Real-world Case Studies

In this Business Relationship Management Professional BRMP training, participants develop skills through these cases:

- Analyze a technology provider relationship where unclear expectations reduce trust, identifying alignment actions.
- Evaluate a shared-services partnership with competing priorities, using stakeholder needs and business value.
- Examine a transformation initiative with departmental resistance, mapping relationships, influence, and communication.
- Review a service portfolio with constrained investment, prioritizing opportunities through value, risk, and maturity.

Course Content

Unit 1: Business Relationship Management Foundations

- Define BRM and its role in business value.
- Examine relationship-centered organizations and service delivery.
- Distinguish BRM discipline, capability, and role.
- Explore strategic partnering, trust, and accountability.
- Connect strategy, stakeholder needs, and provider capabilities.
- Identify common BRM challenges and relationship barriers.

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Unit 2: BRM Capability, Strategy, and Maturity

- Examine the BRM Capability Framework.
- Assess purpose, strategy, culture, and governance.
- Evaluate capability maturity and relationship effectiveness.
- Analyze current-state and future-state opportunities.
- Develop strategic relationship plans.
- Identify capability gaps and improvement priorities.

Unit 3: Strategic Partnering and Stakeholder Engagement

- Define strategic partnering and business-provider alignment.
- Map stakeholders by influence, needs, and expectations.
- Strengthen communication across key stakeholders.
- Apply facilitation to build shared understanding.
- Examine negotiation, conflict, influence, and trust.
- Shape demand through opportunities and strategic alternatives.

Unit 4: Driving Value, Innovation, and Organizational Change

- Connect initiatives, services, investments, and outcomes.
- Analyze value drivers, benefits, costs, and risks.
- Develop value plans and outcome-focused measures.
- Connect innovation opportunities with business priorities.
- Support organizational change and adoption.
- Balance operational needs with long-term value.

Unit 5: BRM Role, Tools, and Continuous Improvement

- Examine BRM roles, competencies, ethics, and responsibilities.
- Apply tools for priorities, outcomes, and engagement.
- Assess maturity and improvement opportunities.
- Establish relationship and value performance measures.
- Integrate BRM with Agile, projects, and change initiatives.
- Build continuous improvement for stronger business value.

Final Insights & Key Takeaways

The course develops the strategic, analytical, and relationship capabilities required to connect organizational priorities with business value. Participants gain a foundation for strengthening partnerships, shaping demand, improving relationship maturity, and supporting sustainable organizational performance.