

# Build long-lasting, collaborative business relationships for more productive partnerships

**Business Relationship Management (BRM) embodies a set of competencies (knowledge, skills, and behaviours) to foster an effective business value producing relationship between a service provider and its business partners.**

The BRM role is a crucial link between a service provider and the business acting as a connector, orchestrator, and navigator between the service provider and one or more business units.

Business Relationship Management (BRM) Institute, has partnered with APMG International, a global leader in accreditation and certification services, to facilitate the delivery of Business Relationship Management Professional (BRMP®) and Certified Business Relationship Manager (CBRM®) training and certification.



BRMP® training and certification is aimed at Business Management, Provider Management,

those with a Business Relationship Management role and Consultants looking to gain an insight into Business Relationship Management and looking for certification as a Business Relationship Manager.

The BRMP certification and supporting training courses provide a solid, foundation-level knowledge of Business Relationship Management. It aims to provide candidates

with sufficient knowledge and understanding of the Business Relationship Management role and organizational capability to be able to create awareness of the role with their business partners and senior provider management; 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, where already implemented, which aspects need to be adjusted.

The BRMP exam is designed to test an individual's learning through rigorous examination providing a leading verifiable benchmark of BRM professional achievement



**CERTIFIED BUSINESS RELATIONSHIP MANAGER**

The CBRM® Practitioner qualification is intended for the intermediate to advanced Business Relationship

Manager and focuses on advancing to the role of Strategic Business Relationship Manager. The primary focus is therefore on strategic business relationship management leveraged to optimize value to the enterprise.

The practitioner level is structured to build on and enhance the foundation-level Business Relationship Management Professional (BRMP®) certification. This training and certification therefore focuses on how to apply the CBRM concepts, approaches and techniques. A successful practitioner candidate should be able to start applying these within their organization.

The BRMP certification is a pre-requisite for candidates wishing to pursue the CBRM certification.



# What are the key benefits of certification?

## BRMP

Successful BRMP candidates will be able to demonstrate their understanding of key principles, techniques, tools and processes central to the BRM role and discipline. Specifically they will understand:

- 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.

## CBRM

Building on the BRMP Foundation level knowledge, CBRM is aimed at those looking to enhance their competencies and learn how to use a range of BRM tools and techniques. Successful CBRM candidates will demonstrate a deep understanding and ability to perform the Strategic BRM role.

Specifically, the candidate will be able to demonstrate:

- Understanding Business Relationship Maturity and Value
- Assessing the BRM Context
- Developing Strategic Relationships
- Optimizing Business Value

The BRMP® and CBRM® examinations are based on the Business Relationship Management Interactive Body of Knowledge (BRMiBOK), which is available to BRM Institute members via its website.

The Foundation level training and certification, BRMP is based on *The BRMP Guide to the BRM Body of Knowledge*. This is available as an eBook and has been designed specifically for BRMP course attendees.

The Practitioner level training and certification, CBRM is based on *The CBRM Guide to the BRM Body of Knowledge*. This is also available as an eBook and is allowed as an open book during the examination.

## Training Providers

Training for BRMP® and CBRM® is available from the network of Accredited Training Organizations (ATOs) who are assessed and accredited by APMG International. These ATOs can be found at: [www.apmg-international.com/product/brm](http://www.apmg-international.com/product/brm)

## Did you know?

- There are now over 2,800 BRMP certified professionals worldwide
- There are 30 Accredited Training Organisations, based mainly in the US and Canada with others in Australia, United Kingdom, Italy, Poland, Switzerland, Sweden, Romania, Malaysia, India and South Africa.

## GET CERTIFIED

For full details about studying and sitting the exams including how to become a trainer:

Visit: [www.apmg-international.com/product/brm](http://www.apmg-international.com/product/brm)

Tel: +44 (0) 1494 452450

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