The Real Power of Business Relationship Management

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Gary Hardy, IT Winners
Welcome to our webinar!

Host & Moderator

Mark Constable
Marketing Executive
APMG International

mark.constable@apmg-international.com

Presenter

Gary Hardy
Owner, IT Winners
Member Executive Council, Knowledge Provision Council, Regional Ambassador, BRM Institute

gary.hardy@itwinners.com
Before we get started...

This session is being recorded. The recording and slides will be sent to you after the webinar.

All participants are muted. Please type any questions into the “Questions” window.

Your feedback will help us to improve future webinars. Please send any comments and suggestions to:
mark.constable@apmg-international.com
Poll Questions

Are you currently in a BRM role?
Are you a member of the BRM Institute?
Are you BRMP certified?
Are you CBRM certified?
BRM Institute - Still a Hidden Secret to Many

Incorporated in March 2013 with a mission...

“To inspire, promote, and develop excellence in Business Relationship Management across the globe, leading to outstanding business value for organizations and professional fulfillment of every individual member of the BRM community”.

• Fulfilled through:
  – A learning community of BRM professionals
  – A wiki collaboration platform
  – *BRM Interactive Body of Knowledge™*
  – Professional BRM training, development and certification
  – BRM research and publications

• 4000+ BRMP exams and 20,000 in the Global BRM Institute Community

• Exams growing - expected 50% increase this year

Yet the vast majority of BRMs are unaware.............
The World Today

• The use of technology is unprecedented
  – Information is everywhere, everything is connected. Everything is changing
• The pace of change is increasing
  – We can’t afford to be idle. Enterprises must remain relevant.
  – No more comfort in the familiar.
  – Technology is the driver for change
• “Digital” is driving business engagement in strategy
• Modern enterprises are breaking down silos and connecting internal and external stakeholders
Familiar IT Challenges?

- Business and Technology strategy not “aligned”
- Poor return on technology investments
- Costs too high in relation to value provided
- Ineffective management of risks
- Unstable / unreliable services
- New skills are needed
- Disappointing vendors and service providers
- Poor understanding of business priority and impact
Yo, I'll tell you what I want, what I really, really want
So tell me what you want, what you really, really want
I'll tell you what I want, what I really, really want
So tell me what you want, what you really, really want
I wanna, (ha) I wanna, (ha) I wanna, (ha) I wanna, (ha)
I wanna really, really, really wanna zigazig ah

If you want my future, forget my past
If you wanna get with me, better make it fast
Now don't go wasting my precious time
Get your act together we could be just fine
BRM - Focus is on Business Value

Driver
( Business “What”)
✓ What are the 2 or 3 critical business outcomes from their strategy plan that the business partner needs to achieve?

Initiatives
( Business “How”)
✓ How does the business partner intend to go about achieving these outcomes?

Enablers
( Provider “What”)
✓ What capabilities or enablers are needed to implement the initiatives?

Technology
( Provider “How”)
✓ How do our services and solutions deliver these capabilities & enablers?

Solution-Based Discussions start with what we provide and seek to establish a connection with a pressing business partner problem. They tend to be focused more on the service or solution than the partner’s critical business problem, and may be appropriate in supporting an existing solution.

Start Here (sub-optimal)

Value-Based Discussions start with the business partner’s most pressing business problems and move from left to right in this chart, eventually making a direct and often compelling value connection with a specific service or solution. These discussions may be more appropriate when extending into new services or developing innovative solutions.

Start Here (optimal)

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BRM Not Like Other Practices

Specialist Topic – Strategic and Business Capability
Customer – Business Partner
Service – Business Capability
Service Provider – Strategic Partner
Alignment – Convergence
Complex Method – Art and Science
IT Department – Business + IT + HR + Finance....
Strategic Partner - Shared Goals for maximising value and shared risk and reward
BRM Competencies
IT is unable to make the business case for IT investments for mitigating risks and for adopting emerging technologies.

The business does not understand IT nor what questions it should ask of IT. IT is not seen as a trusted advisor.

Thanks to GamingWorks.NL!
Business IQ: Pro-active Connector, Orchestrator, Navigator

Business Relationship Management Stimulates, Surfaces and Shapes Business demand for a business function’s services and **ENSURES** that the potential **Business Value** is Captured, **Optimized** and **Recognized**

Thanks to GamingWorks.NL!
IT does not fully understand which business demands are important in terms of benefits realization, cost reduction or risk optimization. IT decides priority of changes.

Business managers insist all THEIR investments in IT have priority over other IT investments.

No understanding of business priority & impact

Everything has the highest priority... according to the users

Thanks to GamingWorks.NL!
IT is technology focused and has no insight into strategy, blames business and is frustrated business does not LISTEN to IT

Business does not share strategy, does not govern IT, does not LISTEN to IT and blames IT

Thanks to GamingWorks.NL!
## The Power of BRM Institute

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<thead>
<tr>
<th>Strategic Partnering</th>
<th>Business functions</th>
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<tbody>
<tr>
<td>evolves a culture between business and IT/HR/Finance to share in shaping and driving successful business goals</td>
<td>focus on matching provider capabilities to support business capabilities that measurably ensures business value</td>
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<thead>
<tr>
<th>Business IQ</th>
<th>Transition Management</th>
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<tr>
<td>ensures business strategy and key performance indicators exist and drives ability to achieve business success</td>
<td>enables and addresses the breadth and depth of business changes from strategy to idea to business value and includes people, process, organisation, information and technology changes</td>
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<th>Portfolio Management</th>
<th>Powerful Communications</th>
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<td>ensures prioritisation and resourcing decisions are made by key stakeholders and based on true facts</td>
<td>recognise that poor communications can be the biggest barrier to success. It uses EQ to build trust, collaboration and teamwork</td>
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<th>BRM</th>
<th>BRM Institute</th>
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<td>is a game-changing ART and a SCIENCE creating BRM capabilities and competencies</td>
<td>provides a BOK, Online Campus, Communities of Interest and a Knowledge Path that guides Business Relationship Management as well as supporting Business Relationship Managers</td>
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[www.apmg-international.com](http://www.apmg-international.com)
The BRM discipline is comprised of knowledge that leads both the BRM role and capability to success.
Upcoming First Annual UK BRM Event

• June 13, Loughborough University
• Free: 10am – 4pm
• In association with BRM Institute
• APMG and Institute presentations
• User story telling – sharing experiences
• Register here: https://goo.gl/9HwcGW

and… First Annual Africa BRM Event July 26
Further information....

APMG International
www.apmg-international.com
@APMG_Inter
+61 (0)2 6249 6008

ITWinners
www.itwinners.com
@ITWinners
consulting@itwinners.com

BRM Institute
www.brm.institute
@BRMInstitute
+1.888.848.3012

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