BUSINESS RELATIONSHIP MANAGEMENT
Managing relationships with trust and understanding for business success

What is it about?...................................................................................................................................................
Organisations succeed when their people co-operate and collaborate. Time and financial pressures; internal reporting and operating structures; distance; gender, age and cultural gaps; as well as conflicting performance targets can undermine professional relationships. This workshop shows you how to build trusting and constructive relationships with colleagues, managers, contractors and other stakeholders.

Who should attend?...........................................................................................................................................
This workshop is for business professionals of any level, including those wanting to build trust-based relationships; involved in client and other external facing work; and performing internal support functions.

Learning outcomes..........................................................................................................................................
- Increased self-awareness
- Understand the needs of colleagues and other stakeholders
- Identify strengths, weaknesses and opportunities in work relationships
- Develop key influencing skills
- Identify and embrace different working styles and personalities
- Develop presence
- Building rapport, trust and understanding

Benefits..............................................................................................................................................................
Your organisation will benefit from employees who have examined their working styles and uncovered new and more effective ways of interacting with those around them. BRM is a crucial link between individuals and the business. It focuses on improving relationships in order to maximise business value.

Course structure..................................................................................................................................................
• The BRM Role as a connector, navigator, and orchestrator
• The House of BRM
• Maturity of Business Relationship Management
• BRM “DNA” – the six BRM competencies:
  o Strategic Partnership
  o Business IQ
  o Portfolio Management
  o Provider Domain
  o Business Transition Management
  o Powerful Communication
• Clear, compelling written and verbal communication
• Listening with sensitivity and cultivating trust
• Effective body language and eye contact
• Engaging groups and difficult people