

# 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:
  - Strategic Partnership
  - Business IQ
  - Portfolio Management
  - Provider Domain
  - Business Transition Management
  - 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