

Course Overview:

Business relationship management stimulates, surfaces, and shapes demand across business functions like IT, Human Resources, and Finance, ensuring the potential value from meeting demand is captured, optimized, and recognized organizationally.

Course Objective:

- The characteristics of the Business Relationship Management role.
- What it means to perform as a strategic partner, contributing to business strategy formulation and shaping business demand for the provider's services.
- How Portfolio Management disciplines and techniques are used to maximize realized business value.
- Business Transition Management and the conditions for successful change programs that minimize value leakage.

Course Outline:

- BRM Overview
- Strategic Partnering
- Understands the industry and its ecosystem
- Understands the business model, business strategy, business processes, and operations
- Portfolio Management
- Business Transition Management
- Provider Domain
- Powerful Communications
- Available Translations

Who Should Attend:

Business Managers, IT Managers, HR. , Finance , Customer Relationship Manager , External Partners.

Training Language:

Eng/Ar

Training Methodology:

- Presentation & Slides
- Audio Visual Aids
- Interactive Discussion
- Participatory Exercise
- Action Learning
- Class Activities
- Case Studies
- Workshops
- Simulation