

Business Relationship Management (BRM) Course Outline

Overview of Relationship Management –

- Why organisations need successful relationships between IT and the business
- Balancing the needs of IT and the business
- Effectively aligning IT investments and business goals

Principles for Aligning IT and the Business –

The trusted IT advisor

- Recognising how trust feels
- Defining trust in an IT organisation
- Building a trusted relationship

Business Relationship Management (BRM) roles

- IT relationship management vs. IT project management
- Discovering your strengths and weaknesses
- Required technical and social competencies

Determining the Current State of IT -

Defining a catalogue of services

- Identifying IT products and services
- The components of an ideal catalogue
- Creating an initial catalogue from scratch
- Ranking services with metrics

Developing awareness of the organisational culture

- The IntCRM Model
- Overcoming common IT relationship barriers
- Exploring how things get done in the organisation
- Applying tools for culture analysis



Building the Trusted Relationship –

Knowing your stakeholders

- The stakeholder relationship life cycle
- Classifying the roles stakeholders play
- The importance of stakeholder power and influence

Optimising the first meeting

- Planning the meeting
- Models for understanding people
- Explaining the role of the BRM
- Confirming relationships and roles
- Leaving with actions

Planning the relationship strategy

- Analysing the relationship
- Recruiting trusted teams
- Forming the plan
- Executing the strategy

Facilitating Actionable IT Solutions –

Performing competitive analysis

- Evaluating IT outsourcing and consulting solutions
- Establishing your competitive advantage

Identifying opportunities for improvement

- Capturing, prioritising and documenting business needs
- Applying a framework for prioritising and selecting projects
- Picking quick-win projects

Designing a strategy to meet customer needs

- Conducting a modified SWOT analysis
- Questions you should ask
- Making a go or no-go decision



Winning Competitive IT Projects –

Responding to requests

- Differentiating your services from your competitors'
- Communicating your internal IT capabilities to the business
- Validating business needs in business terms

Selling your solutions to the business

- Translating IT speak to business speak
- Linking IT solutions to pains
- Articulating IT solutions in terms of business value
- Writing clear, tailored Service Level Agreements (SLAs)

Managing project handoffs

- Ensuring a seamless transition
- Creating and maintaining communication channels
- Building the relationship

The IT relationship scorecard

- Establishing performance metrics
- Assessing BRM success
- Analysing results

