



# Business Relationship Management

Customer Engagement, Elicitation, and Collaboration Skills

Live: **2 Days**      Self-Paced eLearning: **14 Engagement Hours**

Getting the requirements (business requirements, business system requirements, service requirements, etc.) “right” requires, in addition to analysis skills, high levels of engagement, elicitation, and collaboration with your customers (SMEs, stakeholders, etc.). The focus of Inteq’s 2-day Business Relationship Management (BRM) training course is to provide you and your team with best practice techniques and methods to improve and elevate these essential skills. Our goal is to enable you to master the skills at each level of the BRM continuum from Order Taker to Liaison, to Trusted Collaborator, to Strategic Partner.

Organizations are a complex ecosystem of interrelated services—each service contributing to creating customer and business value. Inteq’s BRM training provides the skills, techniques, methods and best practices to enable you to become a professional Business Relationship Manager. However, these capabilities are also essential for all business and IT professionals, including business analysts, project managers, developers, hands-on staff, supervisors and managers—and anyone in the organization involved in providing services to internal customers or external customers and business partners.

## You will learn:

- Customer and business value drivers
- To apply the Business Relationship Maturity Model
- ITSM / ITIL key concepts
- To think strategically and operationally
- To deeply engage SMEs, customers and other stakeholders
- Essential discovery, elicitation and collaboration techniques
- To develop effective business cases
- Key change management concepts
- and much more

**Power Skills Course Series**



## Course outline

### Framework for BRM

- What and Why of BRM
- Effectiveness and Efficiency
- Customer and Business Value
- Business Functions, Processes and Work Activities

### The BRM Maturity Model

- Superficial vs. Deep Analysis
- The Business Relationship Maturity Model
- Thinking Like an Owner
- Agility and Agile Thinking

### ITSM Concepts

- ITSM key concepts
- Value of ITSM / ITIL
- Service lifecycle concepts

### Business Strategy and Execution

- Thinking Strategically vs Operationally
- Linking BRM to Business Strategy
- Strategy Maps
- Strategy Execution

### Customer and Team Engagement

- Preparing for Customer Engagement
- Discovery, Elicitation and Collaboration Techniques
- Leadership and Team Building

### Business Cases

- Business Opportunities and Business Cases
- Business Case Framework and Roadmap
- Developing Business Cases

### Organizational Change Management

- Change Management Foundations
- The Change Management Process
- Making the Change “Stick”

### Bringing it All Together

- Key Takeaways
- “Ah-Ha” moments
- Course wrap-up

## Who should attend?

- Business analysts
- Business systems analysts
- Project managers
- IT and business professionals who develop business cases
- Managers, staff and other stakeholders that rely on effective business cases or are impacted by the business decisions and outcomes of business cases

## Prerequisites:

**None.** Inteq’s Business Relationship Management course provides you and your team with best practice techniques and methods regardless of background and level of experience.

BRM is an excellent precursor and integrates seamlessly with Inteq’s Developing Effective Business Cases training course and is an excellent companion to Inteq’s Organizational Change Management training course.

## You will receive:

- Digital badge of completion
- Personalized certificate of completion
- Continuing Education Units (CEUs)
- IIBA Professional Development Units (PDUs)
- Electronic comprehensive course manual
- Supplemental course materials

**LIVE:** Inteq’s Business Relationship Management 2-Day training course can be tailored to your organization’s training objectives and can be combined with other Inteq courses to create a 3, 4 and 5-day hybrid training program.

**Anytime eLearning™:**  
Anytime, Anywhere, Any Device. Self Paced. 45-Day Access.



## What is the Next Step?

Let’s start a conversation to discuss your objectives in more detail.  
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