



Your Gateway to APMG BRMP® Certification and Strategic Business Relationship Success

28 Jul - 01 Aug 2026
Casablanca



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Ref.: 103600399_57976 **Date:** 28 Jul - 01 Aug 2026 **Location:** Casablanca **Fees:** 4100 **Euro**

Course Overview:

The BRMP® Exam Prep Course: Mastering Business Relationship Management Skills is a comprehensive and engaging certification training designed to help professionals prepare for the APMG-accredited Business Relationship Management Professional BRMP® exam. Developed using the official BRMP® Body of Knowledge and enriched with real-world case studies and ISO/ITIL-based practices, this course equips you with the essential skills to drive IT-business alignment, foster strategic partnerships, and maximize business value.

This BRMP Certification Training emphasizes the BRM role as a strategic advisor, change leader, and connector between business and IT. Through practical tools, BRMP study guides, live instructor-led sessions, and practice exam questions, you will be prepared to pass your BRMP exam with confidence. Whether you prefer BRMP online training or live workshops, this course offers the foundational and advanced competencies needed to master strategic relationship management.

Target Audience:

- IT Business Relationship Managers BRMs
- Project & Program Managers
- Business Architects & Enterprise Architects
- Digital Transformation Leaders
- CIOs, CTOs, and IT Directors
- Service Delivery Managers
- Aspiring BRMP-certified professionals

Targeted Organizational Departments:

- IT & Digital Transformation Teams
- Business Strategy & Innovation Units
- Enterprise Architecture & PMO Offices
- Customer Experience & Service Management Divisions
- Human Resources, Finance, and Legal with provider-service roles

Targeted Industries:

- Information Technology & Services
- Government & Public Sector
- Banking & Financial Services
- Healthcare & Life Sciences
- Energy & Utilities
- Telecommunications
- Education & Research Institutions
- Manufacturing & Logistics

Course Offerings:

By the end of this BRMP® exam prep course, participants will be able to:

- Apply the BRM framework and strategic BRM disciplines in real-world environments
- Demonstrate deep understanding of BRMP official exam preparation content and structure
- Foster strong business relationships using strategic relationship management techniques
- Align IT capabilities with business needs through IT business relationship management
- Articulate BRM maturity models and value realization techniques
- Use insights from BRMP practice exam questions and mock sessions for exam readiness

Training Methodology:

This **BRMP training and certification** course uses a hybrid approach combining:

- Instructor-led virtual or in-person sessions
- Group exercises and business case simulations
- Daily review quizzes and mock exams from the official BRMP study guide
- Application of BRMP self-paced learning resources between sessions
- Interactive discussions and experience sharing based on ISO/IEC 20000, ITIL® best practices, and BRMI guidance
- Real-world frameworks including the BRM Maturity Model, Business-Provider Alignment Models, and Portfolio Management tools

Course Toolbox:

- BRMP Exam Practice Questions & Sample Papers
- Study Aids & Flashcards Based on BRMI Body of Knowledge
- Strategic Relationship Management Diagrams
- BRM Value Mapping Tools
- Business-IT Convergence Models
- Case Studies from multiple BRM maturity levels
- Templates for Demand Shaping, Portfolio Management, and Value Realization

Course Agenda:



Day 1: Foundations of Business Relationship Management

- **Topic 1:** Definition and Evolution of Business Relationship Management BRM
- **Topic 2:** The BRM Role: Strategic Advisor, Connector, and Navigator
- **Topic 3:** BRM Philosophy and Organizational Capability
- **Topic 4:** The BRMP® Certification Path and APMG Exam Overview
- **Topic 5:** Core Concepts: Demand Shaping, Exploring, Servicing, and Value Realization
- **Topic 6:** Business Relationship Management vs. Business Architecture
- **Reflection & Review:** Understanding the Strategic Role and Structure of BRM

Day 2: Strategic Partnering and Relationship Competencies

- **Topic 1:** Strategic Partnering: Aligning IT and Business Goals
- **Topic 2:** High Business IQ: Understanding Industry, Financials, and Operations
- **Topic 3:** Portfolio Management: Investment Planning and Business Value
- **Topic 4:** Powerful Communication: Influence, EQ, and Stakeholder Engagement
- **Topic 5:** Business Transition Management and Organizational Change Readiness
- **Topic 6:** The House of BRM: Core Competencies Framework
- **Reflection & Review:** Reviewing Strategic Skills That Drive BRMP Success

Day 3: BRM Maturity, Frameworks, and Models

- **Topic 1:** BRM Maturity Model: From Ad Hoc to Strategic Partner
- **Topic 2:** Business Demand and Provider Supply Maturity Alignment
- **Topic 3:** Business Value Realization: Identifying, Harvesting, and Optimizing
- **Topic 4:** BRM Tools: Kano Analysis, Relationship Mapping, and Value Leakage Prevention
- **Topic 5:** Relationship Quality Diagnosis and Strategy Planning
- **Topic 6:** BRM Operating Models: Business Capability Roadmaps and Scorecards
- **Reflection & Review:** Evaluating BRM Maturity and Strategic Alignment

Day 4: BRMP® Exam Domains and Preparation

- **Topic 1:** Overview of BRMP® Exam Domains and Weighting
- **Topic 2:** Navigating BRMP® Multiple-Choice Exam Questions
- **Topic 3:** Interpreting Scenario-Based Case Questions
- **Topic 4:** Practice Exam Techniques and Time Management
- **Topic 5:** Common Pitfalls and Misconceptions in BRMP® Certification
- **Topic 6:** Sample Case Study Walkthrough with Answer Justification
- **Reflection & Review:** Final Exam Strategy and Mock Quiz Feedback



Day 5: Capstone Simulation and Certification Readiness

- **Topic 1:** Group Simulation: Building a BRM Strategic Plan
- **Topic 2:** Designing Business-Provider Relationship Improvement Plans
- **Topic 3:** Final Practice Exam Timed and Evaluated
- **Topic 4:** Interpreting Results and Identifying Knowledge Gaps
- **Topic 5:** Certification Registration Guidance and Next Steps
- **Topic 6:** Post-Certification Growth: BRM Institute Tools and Community
- **Reflection & Review:** Course Wrap-Up, Lessons Learned & Action Plan

FAQ:

What specific qualifications or prerequisites are needed for participants before enrolling in the course?

No formal prerequisites are required. However, it is beneficial for participants to have some experience in business, IT service management, or relationship-based roles. Exposure to ITIL or service frameworks is helpful but not mandatory.

How long is each day's session, and is there a total number of hours required for the entire course?

Each day's session is generally structured to last around 4-5 hours, with breaks and interactive activities included. The total course duration spans five days, approximately 20-25 hours of instruction.

Is the BRMP exam included in this course?

While this course prepares participants for the APMG BRMP exam with full coverage of the BRMI syllabus and practice materials, the official certification exam must be scheduled and purchased separately through an APMG-accredited exam body.

How This Course is Different from Other BRMP® Exam Prep Courses:

Unlike generic BRMP® online training, this course integrates strategic BRM competencies, real-world case studies, and insights from ISO/IEC 20000, ITIL, and the BRMI Body of Knowledge. It focuses on business value realization, not just terminology memorization.

You'll receive instructor guidance from certified BRMs with extensive industry experience and use performance-based learning backed by BRMP practice exam questions, roadmaps, and assessment rubrics aligned with real exam expectations. Whether you're preparing for a leadership role or certification, this course ensures you're equipped with the strategic relationship management capabilities that modern organizations demand.



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WHO WE ARE

Agile Leaders is a renowned training center with a team of experienced experts in vocational training and development. With 20 years of industry experience, we are committed to helping executives and managers replace traditional practices with more effective and agile approaches.

OUR VISION

We aspire to be the top choice training provider for organizations seeking to embrace agile business practices. As we progress towards our vision, our focus becomes increasingly customer-centric and agile.

OUR MISSION

We are dedicated to developing value-adding, customer-centric agile training courses that deliver a clear return on investment. Guided by our core agile values, we ensure our training is actionable and impactful.

WHAT DO WE OFFER

At Agile Leaders, we offer agile, bite-sized training courses that provide a real-life return on investment. Our courses focus on enhancing knowledge, improving skills, and changing attitudes. We achieve this through engaging and interactive training techniques, including Q&As, live discussions, games, and puzzles.



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