

# ITIL® 4 Specialist: Business Relationship Management

Based on ITIL4

## TRAINING DATASHEET

Establishing and nurturing relationships between  
service providers and their stakeholders

## COURSE SYNOPSIS

The ITIL 4 Specialist: Business Relationship Management module is for IT professionals who are involved in establishing and nurturing the relationships between service providers and consumer organisations, and their stakeholders.

Based on the ITIL 4 framework, the module provides both strategic and practical best practice guidance to help organizations understand the value of Business Relationship Management as well as its key concepts and challenges. Professionals should be able to use these concepts to deliver return on investment in digital technology, develop and apply service relationship models and integrate Business Relationship Management in the organisation's service value streams for a holistic and end-to-end approach.



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TRAINING ORGANISATION

by PeopleCert

sapience

## COURSE DURATION

3 Days Instructor-Led Classroom Training

## COURSE OBJECTIVES

On completion of this course, the following learning outcomes will be achieved:

- ▲ Define Business Relationship Management roles, responsibilities, knowledge, and skills
- ▲ Ensure stakeholders understand the strategic and operational requirements to co-create value and achieve business goals
- ▲ Apply Business Relationship Management metrics and practice success factors to improve performance
- ▲ Measure, assess and develop Business Relationship Management capability by using the ITIL Maturity Model.

## WHO SHOULD ATTEND

The ITIL 4 Specialist: Business Relationship Management module is for IT professionals who are involved in establishing and nurturing the relationships between service providers and consumer organizations, and their stakeholders.

## PRE-REQUISITES

ITIL4 Foundation certification is a pre-requisite for sitting the certification examination included in the course. Relevant key concepts from the ITIL 4 framework will be covered as part of the syllabus.

## OUTLINE

- ▲ Understand The Key Concepts Of Business Relationship Management (BRM)
  - Identify the purpose, PSFs, and value of the BRM practice.
  - Understand the key challenges of BRM.
  - Understand the key stakeholders of service relationships.
  - Understand the service journey model including the steps and the role of touch-points and service interactions.
  - Understand the types of service relationship and the role of BRM in each type of service relationship
- ▲ Understand BRM Value Streams & Processes
  - Understand the ITIL® service value chain model and the roles and relationships of service value streams, practices, and processes in creation of value.
  - Understand the two main processes of the Business Relationship Management (BRM) practice, including their key inputs and outputs, activities and key questions.
  - Know how to develop and apply relationship models.
  - Know how to integrate BRM in the organisation's value streams
- ▲ Know How To Apply BRM Models & Techniques
  - Know how to apply the following in the context of BRM, including stakeholder analysis and mapping, Gemba walk, and the voice of the customer.

- ▲ Understand BRM Roles, Skills & Organisational Solutions
  - Understand the key skills required for BRM.
  - Describe the responsibilities of the relationship manager and relationship agent roles.
  - Know how to apply the LACMT model to BRM activities.
  - Know how to position BRM within an organisational structure.
- ▲ Understand How Information & Technology Supports And Enables BRM
  - Identify the key inputs and outputs of the BRM practice.
  - Describe the key BRM automation tools and their role in the practice
- ▲ Understand The Role Of Partners & Suppliers In BRM
  - Understand the complexity of service relationships.
  - Understand the dependencies of BRM on third parties
- ▲ Know How To Develop The BRM Capability In An Organisation
  - Understand the key concepts of the ITIL maturity model, including capability assessment
  - Know how to apply capability criteria to plan BRM capability development
  - Identify key metrics and methods for improving BRM capabilities.
  - Apply the key steps of the BRM capability development

## CERTIFICATION

Participants of the course who successfully pass the certification examination will be awarded the ITIL 4 Specialist: Business Relationship Management certificate

## PRE-COURSE READING

There are no pre-course reading materials required for this course.

A good grasp of ITIL4 concepts is advantageous.

## EXAMINATION FORMAT

- ▲ 40 Multiple Choice Questions
- ▲ 1 mark per correct answer
- ▲ 26 marks required to pass (out of 40 available) – 65%
- ▲ 90 minutes duration
- ▲ Closed-book

## CONTACT US



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