



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



AGILE LEADERS
Training Center

23 - 27 Mar 2027
الدار البيضاء

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Course Overview:

This course prepares participants for the APMG Business Relationship Management Professional BRMP® certification by developing a deep understanding of BRM principles, the strategic value of BRM in organizations, and the essential mindsets, tools, and approaches needed to perform effectively as a BRM.

Target Audience:

- Business Relationship Managers BRMs
- Project & Program Managers
- Business Architects & Enterprise Architects
- Provider Managers
- Consultants seeking deeper BRM understanding
- Professionals preparing for BRMP® certification

Targeted Organizational Departments:

- Provider Management teams
- IT & Digital Transformation Teams
- Business Strategy & Innovation Units
- Enterprise Architecture & PMO Offices
- Business Management teams
- Customer Experience & Service Management Divisions

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:

- Define BRM and explain the value it delivers to the organization.
- Explain the shift from product/profit focus to people-purpose-planet.
- Describe how BRM integrates into every organizational layer.
- Articulate the BRM role and its contribution to organizational purpose.
- Demonstrate foundational BRM knowledge, skills, and mindsets.
- Use core BRM approaches, tools, and templates.
- Explain how BRM capability evolves culture, builds partnerships, drives value, and satisfies organizational purpose.
- Prepare effectively for the BRMP® exam using sample questions and structured practice.

Training Methodology:

course uses a hybrid approach combining: [BRMP training and certification](#) This

- 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 BRM & Organizational Value

- What BRM Is and the Value It Provides Topic 1: •
- The Evolution of BRM and Organizational Purpose People, Planet, Purpose Topic 2: •
- The BRM Role: Strategic Advisor, Connector, Navigator Topic 3: •
- Integrating BRM into Every Organizational Element Topic 4: •
- BRM Mindsets: Partnership, Culture, Value, and Purpose Topic 5: •
- The BRMP® Certification Path & Exam Format Topic 6: •
- The Strategic Purpose of BRM in Modern Organizations Reflection & Review: •

Day 2: BRM Knowledge, Skills & Strategic Partnering

- BRM Knowledge Areas and Foundational Skillsets Topic 1: •
- Strategic Partnering: Driving Purpose & Value Beyond Profit Topic 2: •
- Core BRM Approaches: Demand Shaping, Exploring, Servicing, Value Realization Topic 3: •
- Communication, Influence, EQ, and Stakeholder Engagement Topic 4: •
- Templates & Tools: Value Plans, Relationship Maps, Strategy Canvases Topic 5: •
- High Business IQ and BRM Decision-Making Topic 6: •
- Applying BRM Skills to Organizational Scenarios Reflection & Review: •

Day 3: BRM Tools, Culture & Capability Advancement

- BRM Capability Model: Advancing BRM as an Organizational Discipline Topic 1: •
- Evolving Culture Through BRM: From Silos to Partnership Topic 2: •
- BRM Tools: Kano Analysis, Relationship Mapping, Value Leakage Prevention Topic 3: •
- Provider-Business Alignment and Maturity Models Topic 4: •
- How BRM Teams Drive Purpose, Value, and Partnership Topic 5: •
- Roadmaps, Scorecards, and Organizational Integration Models Topic 6: •
- Assessing Organizational BRM Capability Reflection & Review: •

Day 4: BRMP® Exam Domains & Question Mastery

- Overview of BRMP® Exam Domains Based on the Updated Book Topic 1: •
- How to Interpret BRMP® MCQs Logic, Traps, Keyphrases Topic 2: •
- Scenario-Based Question Analysis Topic 3: •
- BRMP® Practice Exam Techniques Topic 4: •
- Common Exam Pitfalls & Misconceptions Topic 5: •
- Guided Walkthrough of Sample Questions & Official Exam Structure Topic 6: •
- Full Strategy for Passing the 50-Question Exam Reflection & Review: •

Day 5: Final Capstone, Simulation & Certification Readiness

- Capstone Simulation: Demonstrating BRM Mindsets & Tools
- Topic 1: Building a BRM Capability Advancement Plan
- Topic 2: Timed Practice Exam 50 Questions
- Topic 3: Results Interpretation, Knowledge Gaps, and Study Roadmap
- Topic 4: Certification Registration Steps and Post-Certification Growth
- Topic 5: How to Apply BRM Skills to Your Organization Immediately
- Topic 6: Lessons Learned & Action Plan for BRM Career Growth
- Reflection & Review:

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® 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 will 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.

فئات الدورات التدريبية

الدورات التدريبية في مجال البيئة والاستدامة	دورات إدارة الجودة وتطوير العمليات
دورات إدارة و تحليل البيانات ودورات علم البيانات	دورات إدارة و تطوير الموارد البشرية
دورات الذهن السيرياني ودورات تقنية المعلومات	دورات الاتصال الجماهيري و السياسات والعلاقات العامة
دورات التدريب القانوني والهشتريات والتعاقدات	دورات التسويق وإدارة علاقات العملاء وإدارة المبيعات
دورات الحوكمة وإدارة المخاطر والامتثال	دورات السكرتارية و إدارة المكاتب
دورات الصحة والسلامة والذهن المهني	دورات الصيانة ودورات المجالات الهندسية المتنوعة
دورات المحاسبة و التهويل و دورات الإدارة المالية	دورات المهارات الشخصية وتطوير الذات
دورات في مجالات القيادة والإدارة	دورات معتمدة من قبل هيئات دولية
دورات مكتب إدارة المشاريع وإدارة المشاريع الرشيقية	



مدن التدريب

أهستردام هولندا	أكرا غانا	أثينا اليونان
الدار البيضاء المغرب	الجبيل المملكة العربية السعودية	استنبول تركيا
القاهرة مصر	الرياض المملكة العربية السعودية	الدوحة قطر
باريس فرنسا	الهناوة مملكة البحرين	الكويت الكويت
بانكوك تايلند	بالي جمهورية إندونيسيا	باكو أذربيجان
برلين ألمانيا	برشلونة إسبانيا	براغ جمهورية التشيك
تيليسي جورجيا	بوكيت تايلاند	بورتو البرتغال
جنيف سويسرا	جاكرتا جمهورية إندونيسيا	تورنتو كندا
روما إيطاليا	حلي الإمارات العربية المتحدة	جوهانسبرغ جنوب إفريقيا
سنغافورة سنغافورة	سان دييغو الولايات المتحدة الأمريكية	زنجان تنزانيا
شيكاغو الولايات المتحدة الأمريكية	شرم الشيخ مصر	سيول كوريا الجنوبية
طوكيو اليابان	طشقند أوزبكستان	طرابزون تركيا
فرانكفورت ألمانيا	عن بعد منصة زووم	عمان المملكة الأردنية الهاشمية

مدن التدريب

كيب تاون جنوب إفريقيا	كوالالمبور ماليزيا	فيينا النمسا
لندن المملكة المتحدة	لشبونة البرتغال	لانكاوي ماليزيا
مسقط سلطنة عمان	هدريد اسبانيا	ماربيا اسبانيا
ميونخ ألمانيا	هيلان إيطاليا	مونترو سويسرا
نيويورك الولايات المتحدة الأمريكية	نيس فرنسا	نيروبي كينيا