

# € TRAINING

Advanced BRMP and Strategic Challenges  
of Vision 2023



8 - 19 December 2024  
Amman (Jordan)  
ibis Amman



# Advanced BRMP and Strategic Challenges of Vision 2023

REF: M2200 DATE: 8 - 19 December 2024 Venue: Amman (Jordan) - ibis Amman Fee: 5325 Euro

## Introduction:

This training program delves into advanced Business Relationship Management BRM practices and strategic challenges aligned with Vision 2023. Through a blend of theoretical concepts and practical exercises, participants gain insights into sophisticated BRM techniques and strategies to address complex organizational challenges.

## Program Objectives:

At the end of this program, participants will be able to:

- Understand the internal and external factors influencing the future and how they impact decision-making.
- Analyze possibilities effectively when defining goals and objectives to make informed decisions.
- Create a strategy roadmap with a clear vision and statement of strategic intent, and adhere to it.
- Identify the skills and talents of tactically flexible and successful organizations.
- Prepare, inspire, and lead teams, units, or organizations towards the Vision Realization Program successfully.
- Promote strategic change within your area of the organization.
- Recognize the traits and procedures of a top-notch business relationship manager BRM and learn the techniques, procedures, and qualities necessary to function not just as a supplier but also as a strategic partner, while recognizing the methodologies and disciplines of portfolio management.

## Targeted Audience:

- Specialists in business development.
- Team Leaders.
- Experienced Managers.
- Heads of Department.
- Leaders and Executives.

## Program Outline:

Unit 1:

## Vision 2030 Realization:

- Introduction to the Realization of Vision 2030.
- A Successful Economy.
- Gratifying possibilities.
- The long-term nature of investing.
- Starting a business.
- Use its special position.

## Unit 2:

### Understanding The Strategic Environment:

- Why is strategy important? What is it?
- How well-designed is the game we've decided to play, according to external analysis?
- Internal evaluation: How well are we performing in the game we have selected?
- Focus, concentration, and consideration of the life-cycle effect are key strategic decisions.
- Analyzing SWOT and TOWS and creating a strategy matrix.
- PESTLE analysis and strategy development.

## Unit 3:

### Entrepreneurial Leadership:

- Examining circumstances and data.
- Handling problems both laterally and vertically.
- Diverse capacities for thought.
- 7 Essential Steps for Making Strategic Decisions.
- Framing of judgments.
- Asking the appropriate inquiries.
- Analyzing issues and evaluating hazards.
- 6 Hats for Thinking.

## Unit 4:

### Understanding Strategic Models And Formulation:

- The five-page framework for creating a strategic roadmap.
- Knowing and using strategic talents and abilities.
- identifying and honing the traits of strategic agility.
- Case Study: Selection, Complicated Information.
- Risk assessment and management are used when developing strategies.

## Unit 5:

### Effective Strategic Implementation:

- Building a strategy team and communicating with all members.
- Leveraging the spotlight of strategic leadership.
- Effective execution - converting strategic analysis and planning into action.
- Executing your strategy - how to break it down and get it done.
- Building learning organisations to gain and sustain agility.
- Creating tomorrow's organization out of today's organisation.

## Unit 6:

### The Business Relationship Manager:

- The aims and targets of an effective BRM.
- The BRM's function and growing significance.
- BRM role change in response to provider and business forces.
- The impact of business and supplier demand maturity on the BRM role.
- Relationship maturity factors.
- The BRM role's tactics and approach.
- Structures for reporting and organizing business relationships.

## Unit 7:

## Strategic Partnerships:

- Decision-making definition.
- The value of making decisions.
- Assessment of decision-making abilities.
- Decision-making procedures in steps.
- By using brainstorming, alternatives are created.
- How to pick the ideal choice.

## Unit 8:

### Understanding the Business:

- Knowledge of the larger business environment.
- Models of Business Strategy.
- Recognizing business procedures and processes.
- Recognizing the structure, culture, and internal politics of the client.

## Unit 9:

### Portfolio Management & Business Transition:

- Using portfolio management to build lasting value.
- Portfolio management and the lifecycle of a product.
- Managing the connections between projects, programs, and portfolio management to maximize business value.
- The function of portfolio classification schemes in balancing portfolios.
- How processes and structures are employed to support portfolio management is known as governance.
- The Business Transition Capability Model and Business Transition Management.
- Leading change:
  - Concepts of Change Leadership.
  - How to create stakeholder urgency.
  - Key Factors in managing change, the Cliff Analogy.

## Unit 10:

### Value, Persuasion and Communication Skills:

- Value-Based Service Provision.
- Developing rapport and business connections.
- Knowing the differences between products, services, and brands and how they affect the relationship between businesses.
- Developing enticing value propositions.
- Skills for Persuasion and Influence.
- Communication abilities Masterclass.