Business Relationship Management
Methodology

IT Introduction
Agenda

• What is a BRM?
• Why are we rolling this out?
• How will this work?
• What’s your take?
• What’s next?

Share with them expectations from this introductory meeting of what to cover, offer to allow questions throughout the meeting. This helped us stay with in guidelines and boundaries.
What is a BRM?

*Business Relationship Management is a group or individuals working towards a common goal*

- **Partners** with department leaders and technology
- **Bridges gaps**
- Enhances **operational support**
- Expands to more **strategic planning**
- Creates **BRM competency**

- BRMs partner with department leaders and technology teams supporting those business units to better communicate, converge efforts, provide solutions, and plan effectively
  - List Business Units working with
- **The methodology bridges gaps by being intentional and creating a space to collaborate**
- **Bridge the gap between our business units and the IT department ensuring that our technology solutions converge with your needs and contribute to your success.**
- Enhances operational support and expands to more strategic planning — by fostering a strong partnership and enhance communication between our teams.
- **Identify opportunities for technology solutions to improve business capabilities and assess if those solutions help with outcomes for BU's**
- **Is aware of IT projects and can help converge those with overall institutional goals and planning**
- Creates a BRM competency, not JUST a title (though the BRM would be the
evangelist) - This includes having people with the right **competencies** for the roles required by defined **processes** and armed with useful techniques, capabilities and tools.

- The BRM needs to make technology solutions known and available to BU's and make sure the services and products meet their needs and outcomes.
Why are we rolling out a BRM at K-State?

- Provide a view of relevant Technology services
- Remove potential roadblocks
- Build trust and credibility
- Converge on clear priorities
- Enhance partner service and relationships
- Provide regular updates and increase collaboration

Again, to iterate, Provides partners with a view of relevant technology services via the Service Catalog

- Removes potential roadblocks by clearly articulating needs, value, and offerings
- Builds trust and credibility between business units and technology units
- Converge on clear priorities and remove noise where possible (from BRM = don't say just here for reminder – choose your words use optimistic definitions for instance do not use the word > Alignment as it implies always trailing behind, trying to catch up to some other group and aligning with their journey. This follow-the-leader type of behavior results in the creation of silos and dissatisfaction across an organization. Convergence is shared ownership of organizational strategy and results.)
- Enhance partner service and relationships advocating letting BU's know they are heard and letting technology team know they are heard
- Provide regular updates and increase collaboration on projects
- Bring BU understanding to technology teams
- Speak each others common language (Taxonomy)
How will this work?

- Regular **review** of current tickets, services, and projects
- **Call for topics** for formalized BRM meetings
- Share agenda and **hold meeting**
- Identify **clear priorities** and **action items**
- **Follow-up** on action items (IT and business units)
- Continuous **measurement** and management
- Start back at the **top**

- Create dashboards to share with partners BU's and technology
- Schedule regular productive meetings
- Confirm follow ups
- Loop in sooner when time frames may need adjusted
- BRM Like the "sensory" collaborating
Business & Technology Unit Partner's

• Link to Business Unit Dashboard
  – List Names of identified Business Unit stakeholders
  – List Names of identified Technology stakeholders

• Do you feel we have correct people involved?
What’s your take?

• Are there opportunities for you to work with the BRM?
• What do YOU want to get out of the BRM engagement?
• How would YOU like to collaborate?
• What else would YOU add to make this successful?
• Who else do YOU think needs to be involved?
• As we engage with you and others, what's your take?
• Prepare to follow up with:
  • How overcome challenges?
    • Strong structure
    • Supportive context – administrative support
Lessons learned – 3 of the 4 Business Units we met with already had regularly scheduled meetings, they asked if they could invite the BRM, gladly accepted and still in phase I of attending. While the BRM has a section as part of their meeting, in the beginning this is good to pick up information and collaborate with the Business Unit. Seeing that there will be a good segue coming to work these strategically.