



BRM 2030: The Vision, The Impact, The Dream

BRMConnect Keynote

October 2023

Our shared purpose: To improve ourselves, our organizations, and our world by connecting relationships to results

“You can’t really know where you are going until you know where you have been.”

– Maya Angelou



Change
Improve
INNOVATION
PROCESS
DEVELOPED
STRATEGY
RISE
ADVANCEMENT
Growth
EXPANSION
Progress
MODIFY
REFINEMENT
Evolve
Transformation
CREATIVITY
Development
RESULTS
PROMOTE
Adapting
Build
Modification
IDEAS
PROGRESS
IMPROVE
RENEWAL
Metamorphosis
Strategies
Reorganization
ALTERATION
CHANGE
REBUILDING





CHANGE

CHANGE



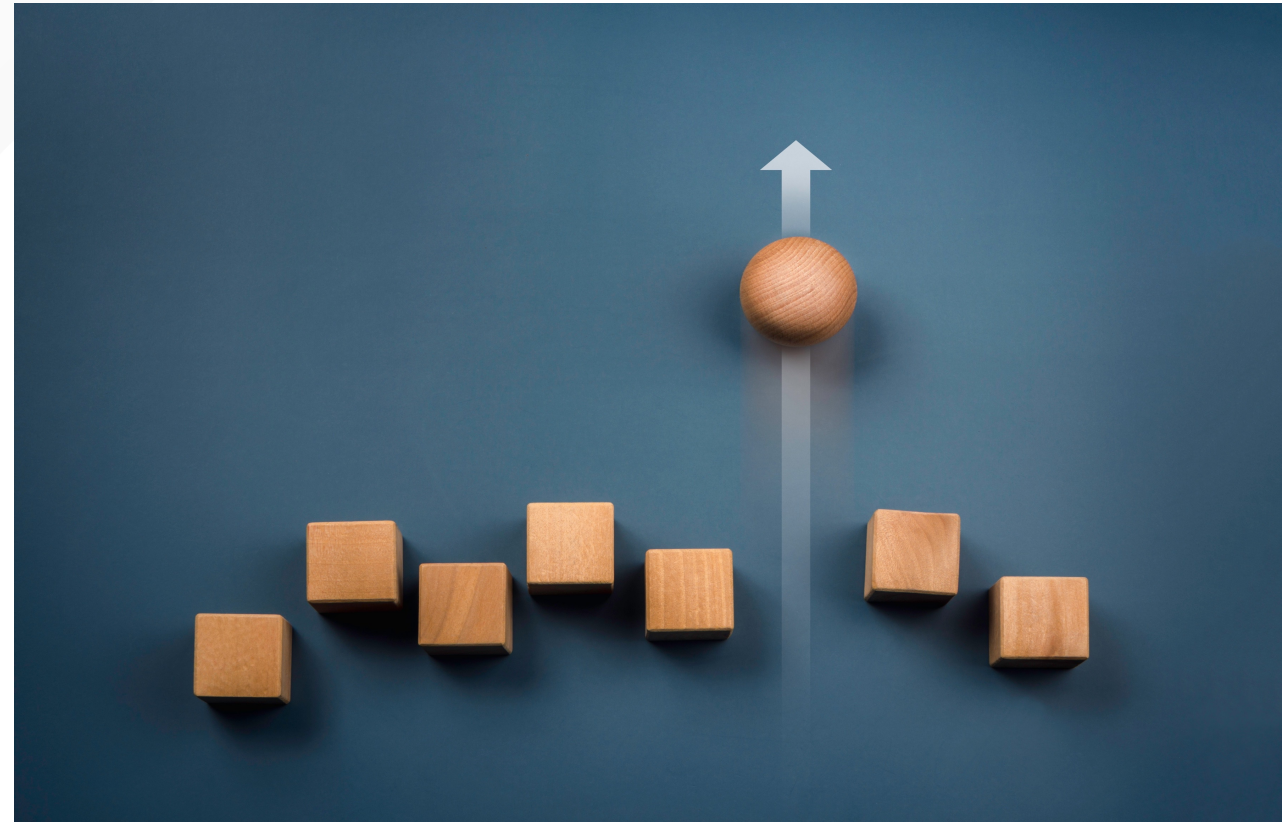
“Once in a while, it really hits people that they don’t have to experience the world in the way they have been told to.”

– Alan Keightley



What Does BRM Do?

Vision 2030: BRM is a Growth-Driven Force

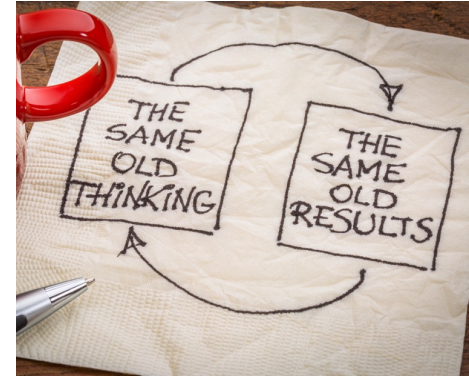




Vision 2030: BRMs Lead...



As Executives,
leading others
forward via
Composure,
Confidence, and
Conviction



As Trailblazers,
“staying a day
ahead” of others,
never accepting the
status quo

**As
Torchbearers,**
inspiring others
to think bigger
and take action
on their ideas
and dreams



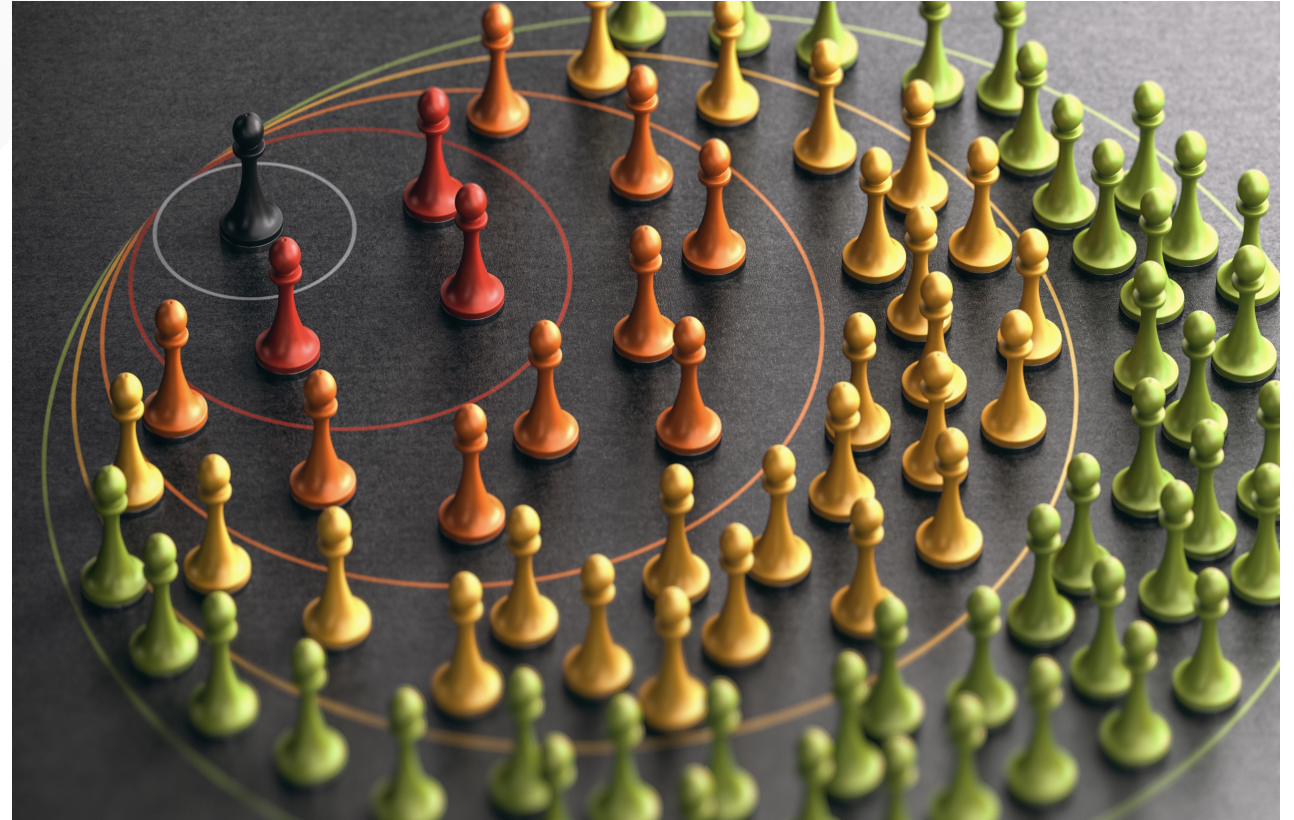
As Risk-Takers,
accepting failure as
fuel; asking for
forgiveness more
than permission



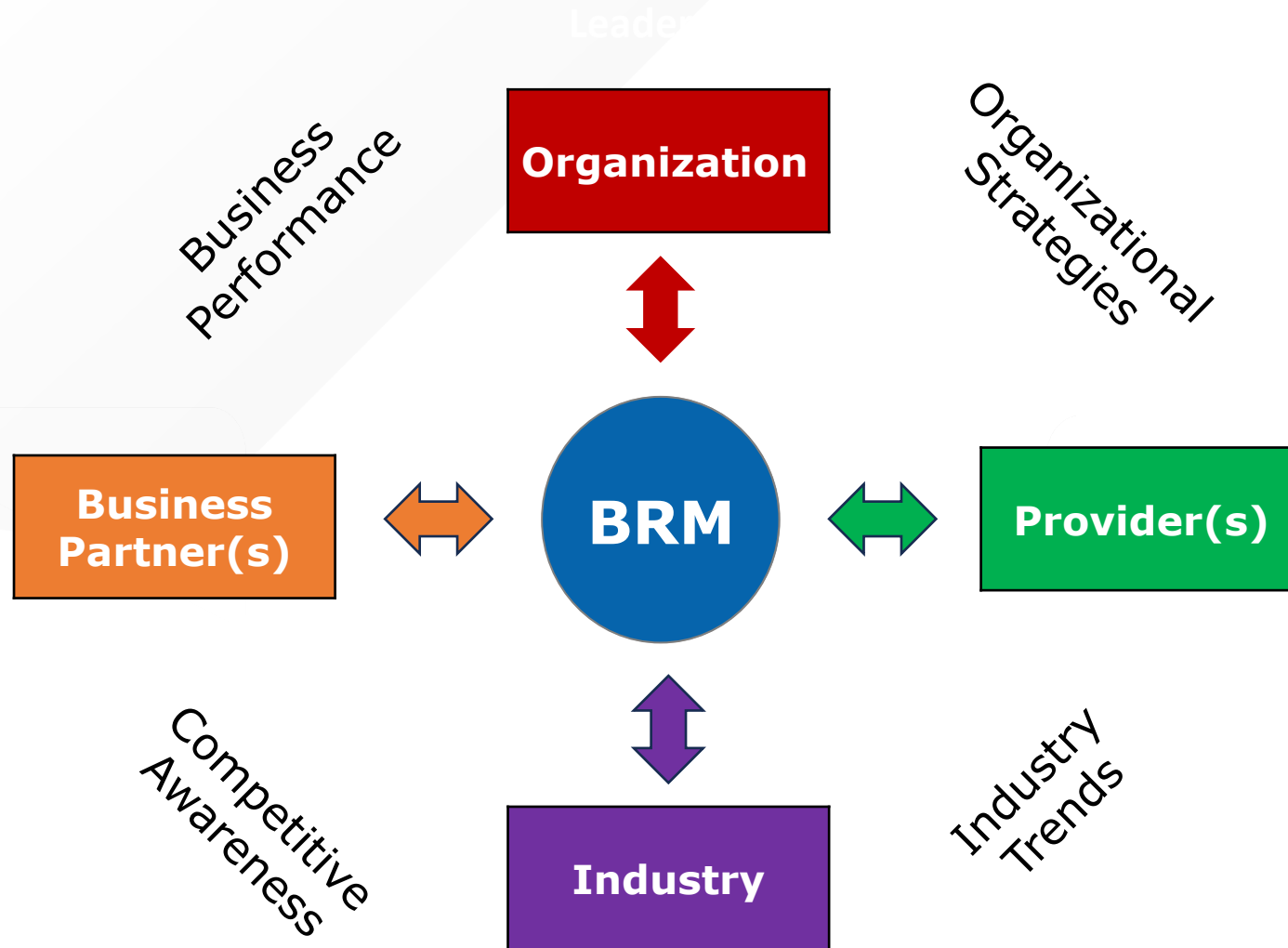
“Do not follow where the path may lead. Go instead where there is no path and leave a trail.”

– Ralph Waldo Emerson

Vision 2030: BRM is the Organizational Epicenter



BRM is Involved



“The burden of knowledge is lighter than the joy of ignorance.”

– Ogwo David Emenike

BRM's Vantage Point Drives...

Growth

Inspiring progress using a forward-thinking mindset

Efficiency

Infusing proficiency throughout the organization

Effectiveness

Improving business performance and results



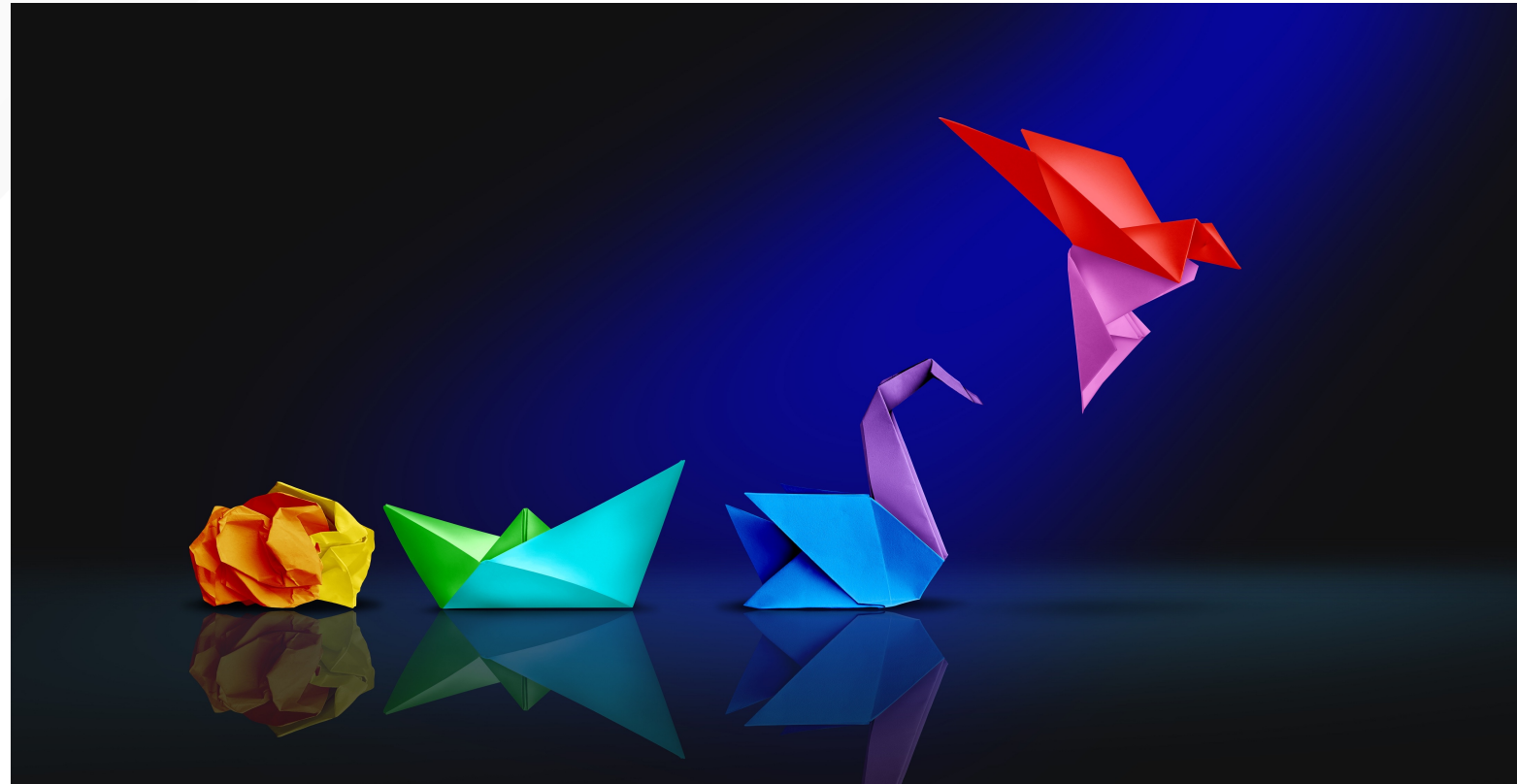
Opportunity

Discovering ways to fuel organizational growth

Innovation

Introducing new ideas, inventions, and thinking

Vision 2030: BRM Fuels Business Transformation



What is Business Transformation?

“Business transformation refers to a **fundamental and often radical change in an organization's strategy, processes, technologies, or culture** with the **goal of achieving significant improvements in performance, competitiveness, and overall effectiveness**. It typically involves rethinking and reshaping various aspects of a company to adapt to changing market conditions, technological advancements, or shifts in customer preferences. Business transformation can encompass a wide range of activities, such as digitalization, organizational restructuring, process optimization, and innovation initiatives, all aimed at helping the company thrive in a rapidly evolving business landscape.”



Vision 2030: BRM Transforms...

Mindsets

Changing organizational thinking toward the "art of the possible"

Customer Experiences

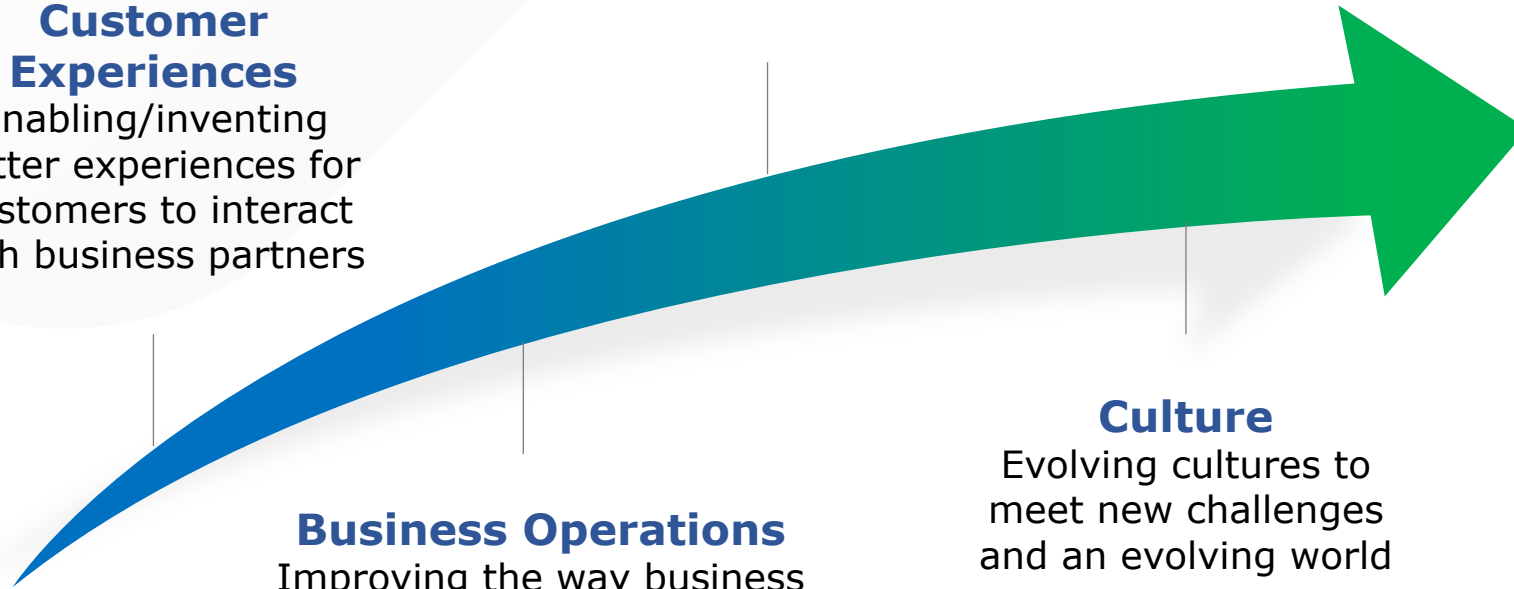
Enabling/inventing better experiences for customers to interact with business partners

Business Operations

Improving the way business partners conduct business to increase efficiency and effectiveness

Culture

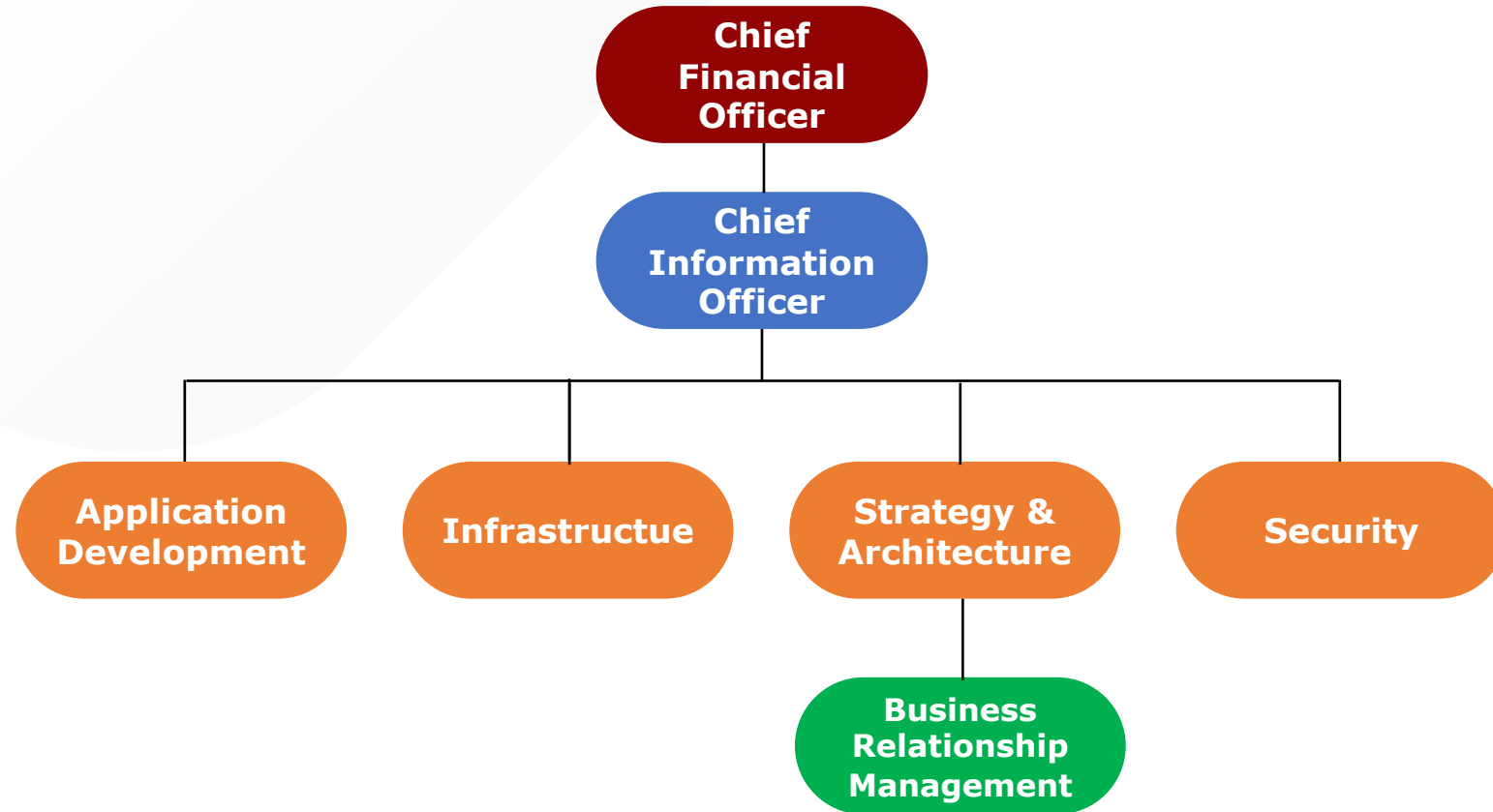
Evolving cultures to meet new challenges and an evolving world



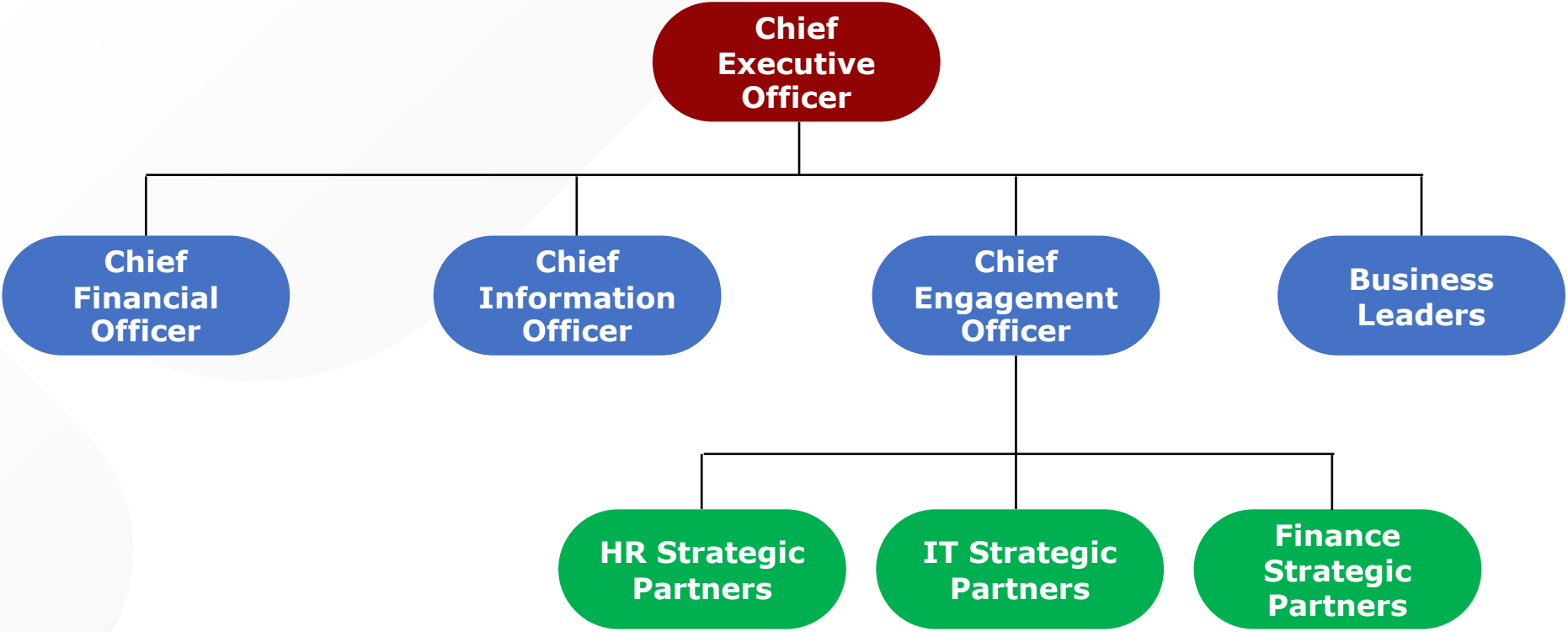


How is BRM Positioned?

Typical Positioning: 2020s



Positioning: Vision 2030



“We don’t ask for a seat at the table. We are the table!”

– Aaron Barnes
(he didn’t really say that)

Positioning: Vision 2030

BRM's positioning leads to becoming a driving force in:



Strategic Planning



Business Optimization



Investment Mapping



Thought Leadership

Vision 2030:BRM



How Much Are They Paid?



Who is Their king?



How Many BRMs Are There?



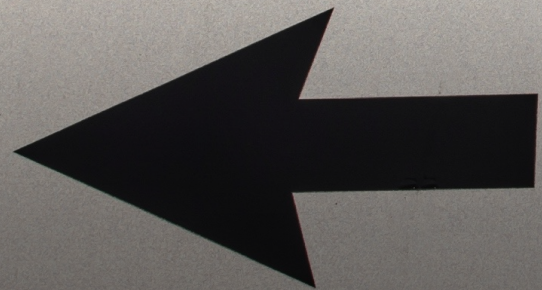
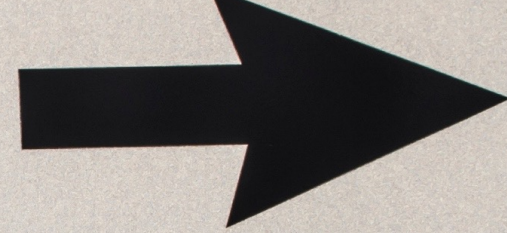
Who Wants to Be One?





How Do We Get There?

NEW WAY



OLD WAY

1. We Change Our Focus

We Change Our Focus

We Move From...

Philosophy & Concepts

Business Relationship Managers

Avoiding Failure

Doing the Work of Others

Asking Permission



To...

Action & Results

Organizational Executives

Taking Chances

Delivering BRM

Asking Forgiveness

“The question isn’t who is going to let me;
it’s who is going to stop me?”

– Ayn Rand

We Change Our Focus

We Move From...

Philosophy & Concepts

Business Relationship Managers

Avoiding Failure

Doing the Work of Others

Asking Permission

Value



To...

Action & Results

Organizational Executives

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IMPACT!

Value vs. Impact

Value noun

val·ue | \ 'val-(,)yü \

1: the monetary worth of something: MARKET PRICE

2: relative worth, utility, or importance

- *a good value at the price*
- *the value of base stealing in baseball*
- *had nothing of value to say*

3: a numerical quantity that is assigned or is determined by calculation or measurement

- *a value for the age of the earth*

What something is worth

Impact noun

im·pact | \ 'im-,pakt \

a powerful or major influence or effect

- These warnings have been heard so often that they have lost their *impact*.
- The book had a huge *impact* when it first came out.
- We need to be concerned about the environmental *impacts* of all this construction.
- She expects to make an immediate *impact* at work.

How something affects you



*When you make a positive impact,
the associated value will often follow*





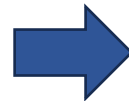
2. We Differentiate Ourselves



We Differentiate Ourselves

“The Tactical Responder”

- > Project Manager
- > Business Analyst
- > Service Desk Coordinator
- > Request Taker
- > Trainer
- > Procurement Aide
- > Support Technician
- > Contract Writer



“The Impactful Leader”

- > Influencer
- > Strategist
- > Thought Leader
- > Innovator
- > Consultant/Advisor
- > Active Collaborator
- > Influential Communicator
- > Marketer

We Differentiate Ourselves

We are Artists

We are Executives

We are Leaders



We Are Indispensable

We are Visionaries

We are Innovators

We are Disruptors

“Never argue with stupid people, they will drag you down to their level and then beat you with experience.”

– Mark Twain



4. We. Invest. In. Ourselves.



A Day in the Life...



We Invest in “Me” Time

Think

Breathe



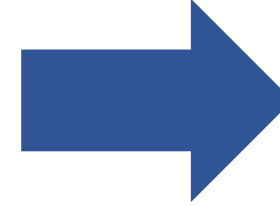
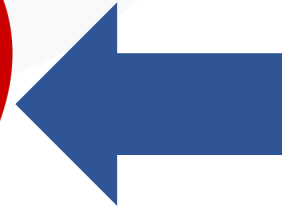
Learn

Discover

Grow

We Know Who We Are

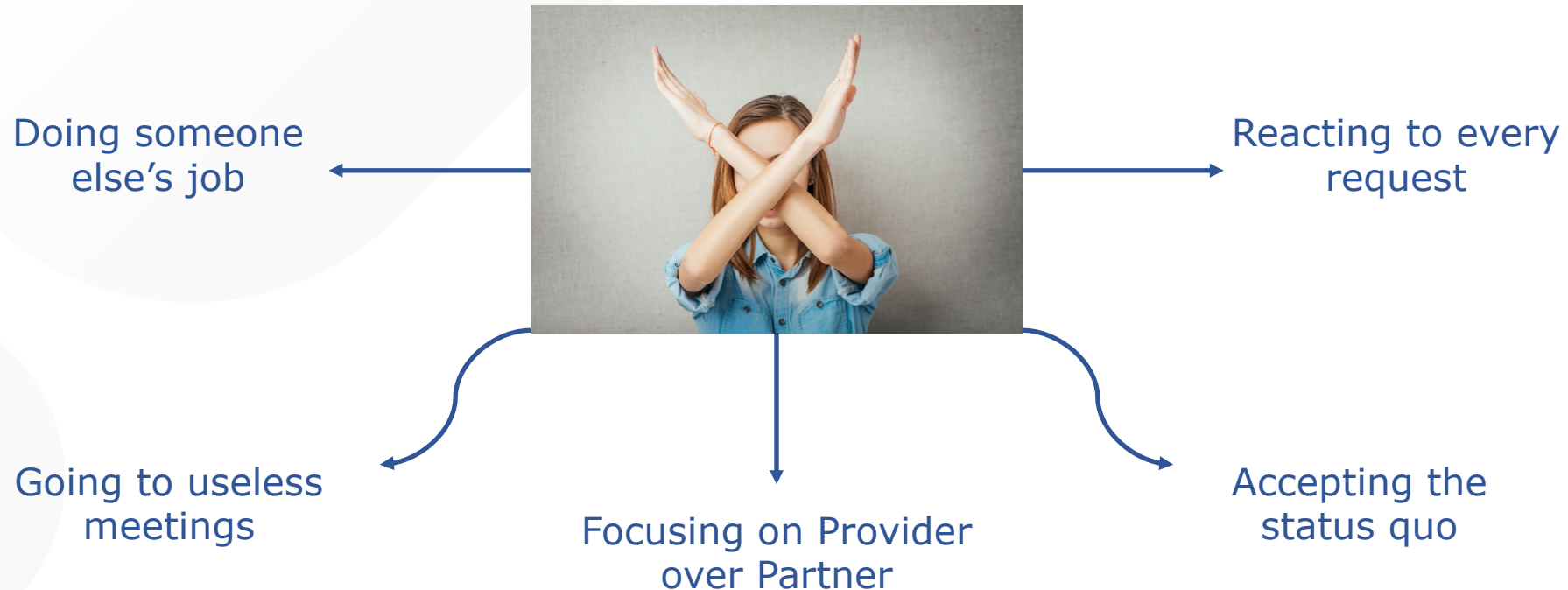
To build strong and meaningful relationships, you must understand who you are as completely as you do the other party.



Knowing Others
Knowing and
interacting with
others as human
beings

We Learn to Say "No"

BRMs learn to say "no" to things that take them away from their mission



“Don’t concern yourself with things that don’t concern you. If it’s not your business, don’t make it your burden.”

– Unknown

Time Management for BRMs

Working With Business Partners

- 1-1 Meetings
- Planning Sessions
- Opportunity Discovery
- Education

Spending time with your business partners
in areas important to them

Provider-Related Work (IT example)

- Recurring Meetings
- Chasing Tickets
- Managing Projects
- Writing Specs

Working on efforts related to IT
operations and processes

Administrative Work

- Email
- Filling Out Reports
- Personal Requests
- Documentation

Executing administrative activities
in your daily work

Personal Development

- Formal Education
- Field Research
- Partner Immersion
- Skills Development

Doing those things that increase your ability
to become a top performer

Time Management for BRMs

Working With Business Partners

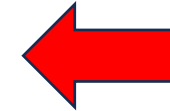
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Administrative Work

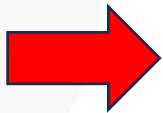
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Personal Development

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Wrap Up



“Today is your opportunity to build the tomorrow you want.”

– Ken Poirot

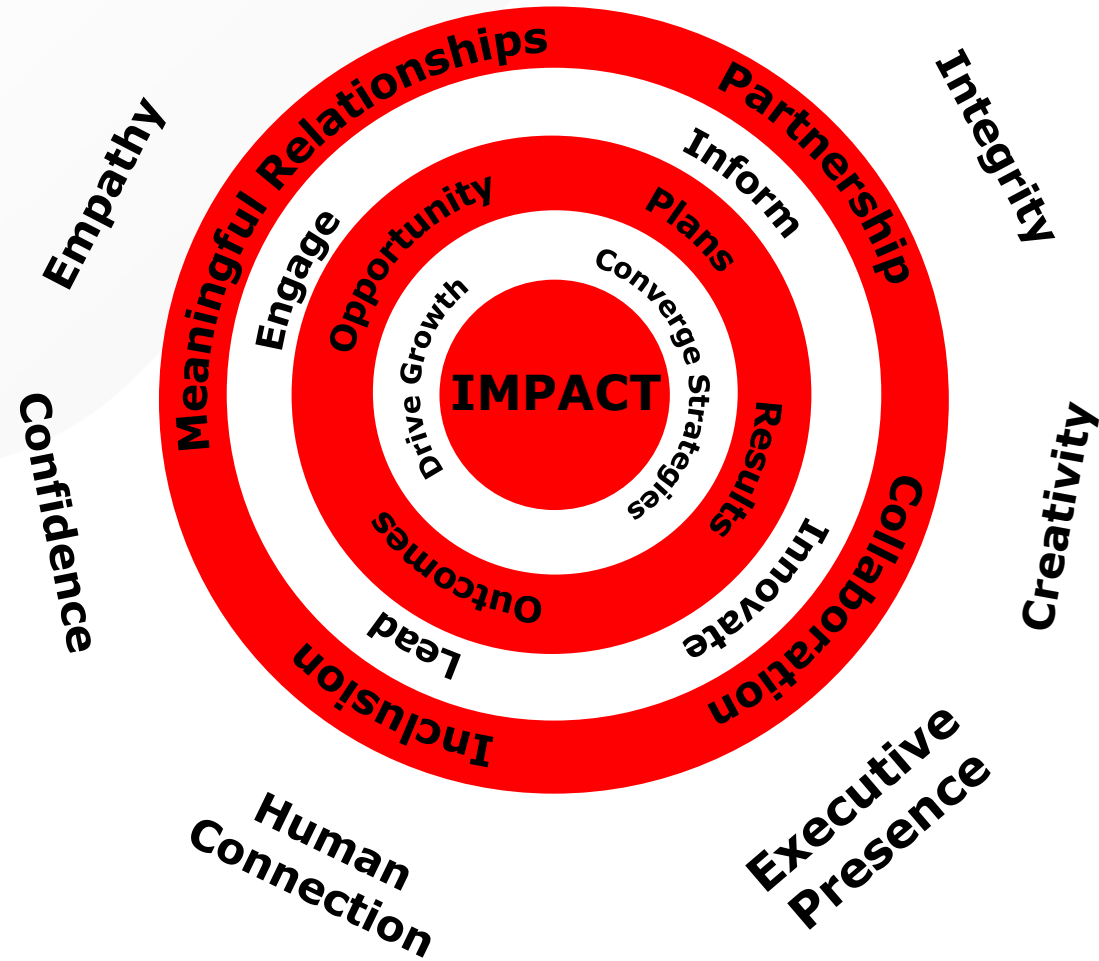




Vision 2030: Impact



BRM is a Driving Force in Organizations



S T A R T W I T H Y O U R

W H Y

“The ones who are crazy enough to think that they can change the world are the ones who do.”

– Steve Jobs

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