



BRMConnect[®]

SAN JUAN, PUERTO RICO | 2024

OCTOBER 21-23



Unshakeable Confidence: The Key to Elevating Your BRM Impact

What Does BRM Do?

1

Drives Growth

2

Creates Impact

3

Influences Strategies

4

**Develops
Partnerships**



5

Inspires Innovation

6

Discovers Opportunities

7

Optimizes Investment

8

Empowers Decisions



“Greatness is not a function of circumstance. Greatness, it turns out, is largely a matter of conscious choice and discipline.”

– Jim Collins



The Best Foot Forward Approach...



Train

Educate BRM staff on the skills, strategies, and mindset of BRM

Define

Develop the vision for BRM at your organization and the strategy forward

Endorse

Present the BRM strategy for approval by leadership

Integrate

Incorporate the BRM strategy into the IT operating model

Communicate

Tell the BRM story across the organization



CONFIDENCE!





“Your ability to live your dream is not based on your physical capabilities. It’s determined by the belief and faith inside your heart.”

– John DiLemme



What is Confidence?



**Confidence is the expectation of
success.**



The Power of Confidence

Confidence Affects:

- > The words you use
- > The way you act
- > The body language you exhibit
- > The actions you take

And by doing so, it changes:

- > The way you are perceived
- > Your impact on others
- > Your overall effectiveness

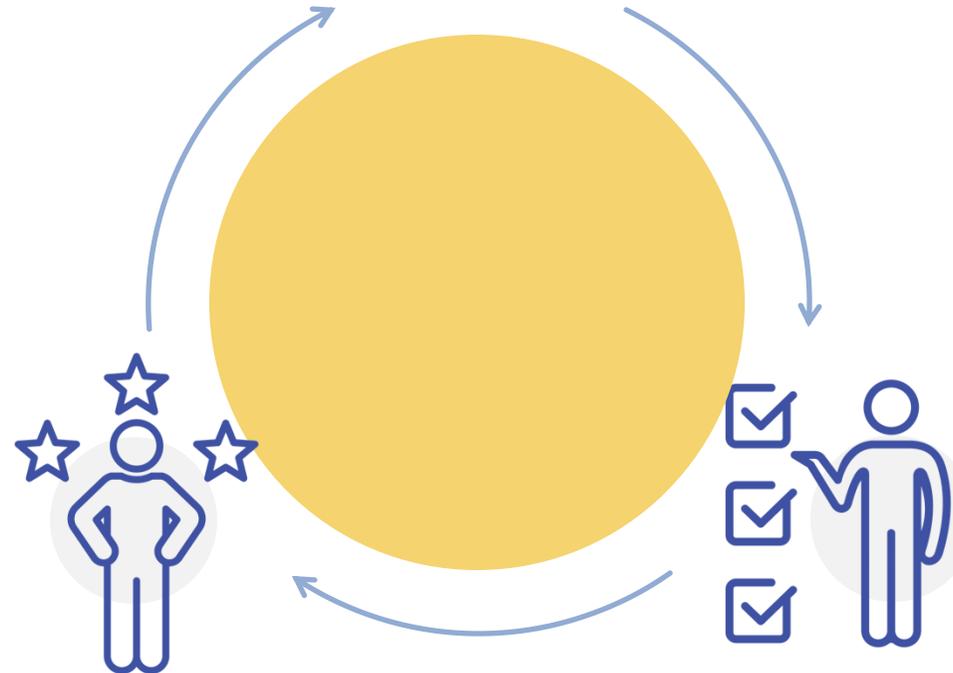


The Confidence - Competence Loop



Ability

Increasing one's potential in a given activity



Confidence

Belief in oneself with an expectation of success

Competence

Your effectiveness in doing something successfully or efficiently

The Effect of Confidence on BRMs



Impact

Our ability to impact the organization



Challenges

How we address crises, conflicts, negotiation



Connection

Creating human connection;
developing *meaningful* relationships

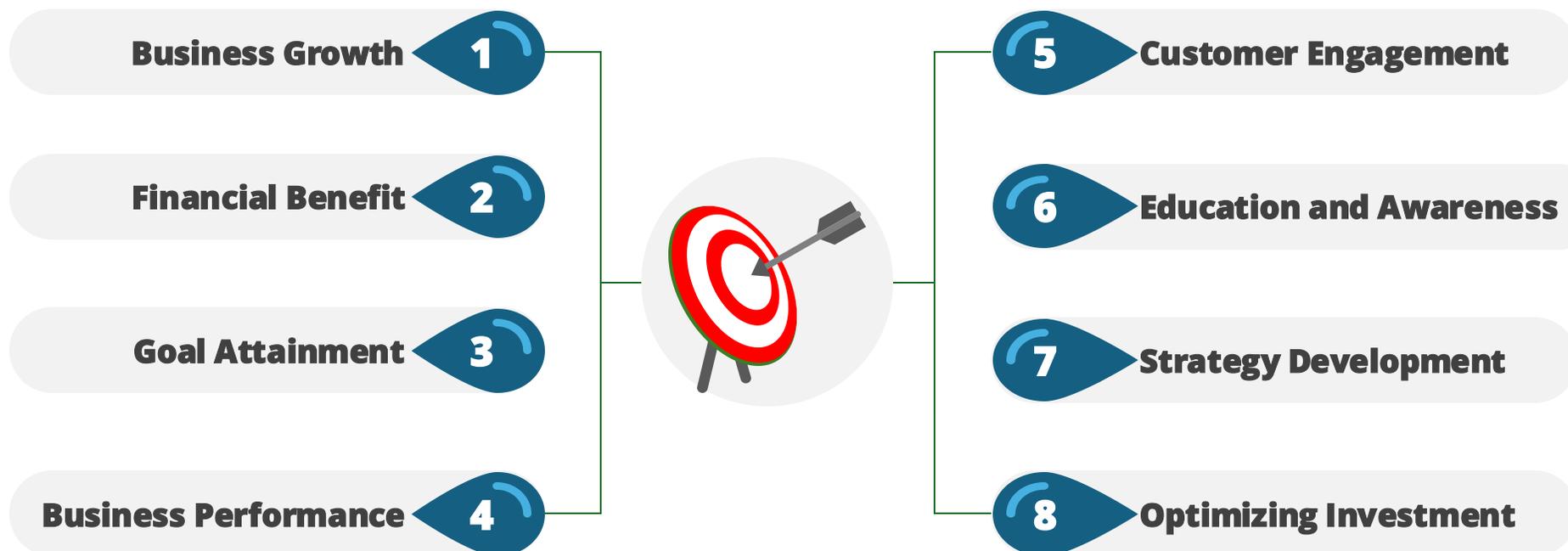


Confidence: Impact



Impact

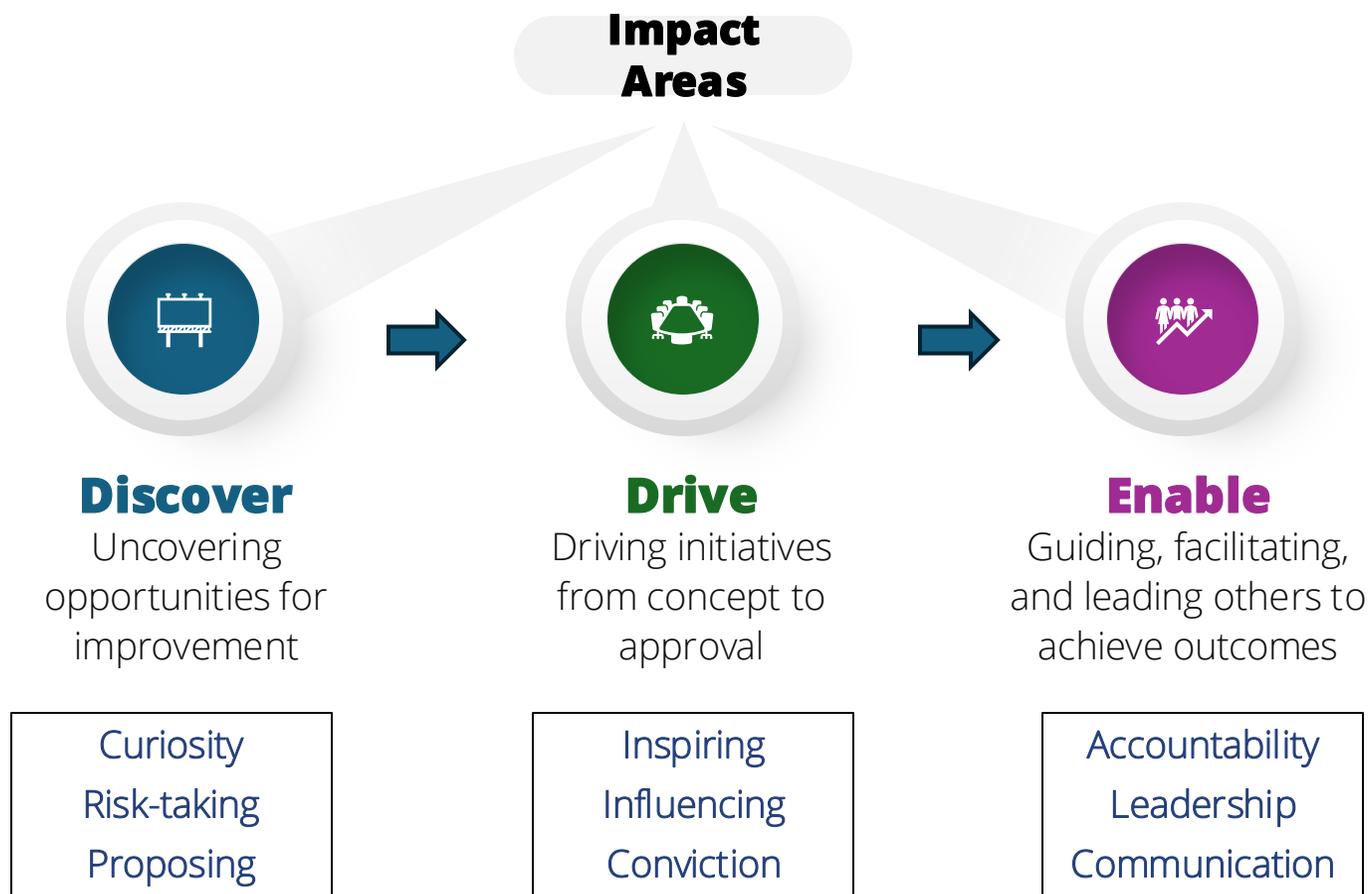
Key Impact Areas for BRMs





Impact

BRM's Role In Creating Impact





**But what if
they won't
let me?**



“It is easier to ask for forgiveness than it is to ask for permission.”

– Grace Hopper





**But What if
I Fail?**

“Success is the ability to go from one failure to another without the loss of enthusiasm.”

– Winston Churchill





Confidence: Challenges



Apollo 13 Video:

<https://www.youtube.com/watch?v=hYhKwxYXCjs>

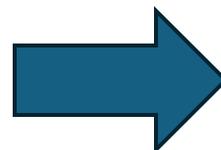


Believe.



Having Confidence Will Change Your Outlook

What Can Go Wrong



What **Will** Go Right



Challenges

Challenges BRMs Face

1. Difficult Stakeholders



Confidence puts you in the best position to win them over by:

- >> Projecting Credibility
- >> Improving Human Connection
- >> Enhancing Strategic Thinking
- >> Encouraging Risk-Taking

2. Conflict Resolution



Confidence helps you control and resolve conflict by:

- >> Reducing Emotional Escalation
- >> Promoting Active Listening
- >> Being Assertive Without Aggression
- >> Focusing on Outcomes, Not Blame

3. Gaining Influence



Confidence helps you gain influence with partners and colleagues by:

- >> Improving Your Brand Image
- >> Building Trust
- >> Increasing Persuasiveness
- >> Promoting Decisiveness and Action

4. IT (Provider) Integration



Confidence helps you gain consensus for BRM within IT by:

- >> Communicating the Vision
- >> Building Trust in the Concept
- >> Demonstrating Positive Impact
- >> Developing a Symbiotic Relationship



Challenges

Challenges BRMs Face

1. Difficult Stakeholders
2. Conflict Resolution
3. Gaining Influence
4. IT (Provider) Integration



“Confidence is going after Moby Dick in a rowboat and taking tartar sauce with you.”

– Zig Ziglar



Confidence: Connection



Building *Meaningful* Relationships



Connection



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Good Relationships

Good

- Likeability
- Maintaining
- Educating
- Handling requests
- Sharing updates
- Answering when asked
- Talking and forever planning
- Connecting as BRM



Connection

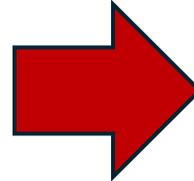


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Meaningful Relationships

Good

- Likeability
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- Sharing updates
- Answering when asked
- Talking and forever planning
- Connecting as BRM



Meaningful

- Trust
- Growing
- Engaging
- Uncovering opportunities
- Creating plans
- Proactively leading forward
- Acting and continuously delivering
- Connecting as human



Connection

How Do We Get There?

Think like your
business partner

Challenge the status quo

Show your
human side



Take chances - don't
be afraid to fail!

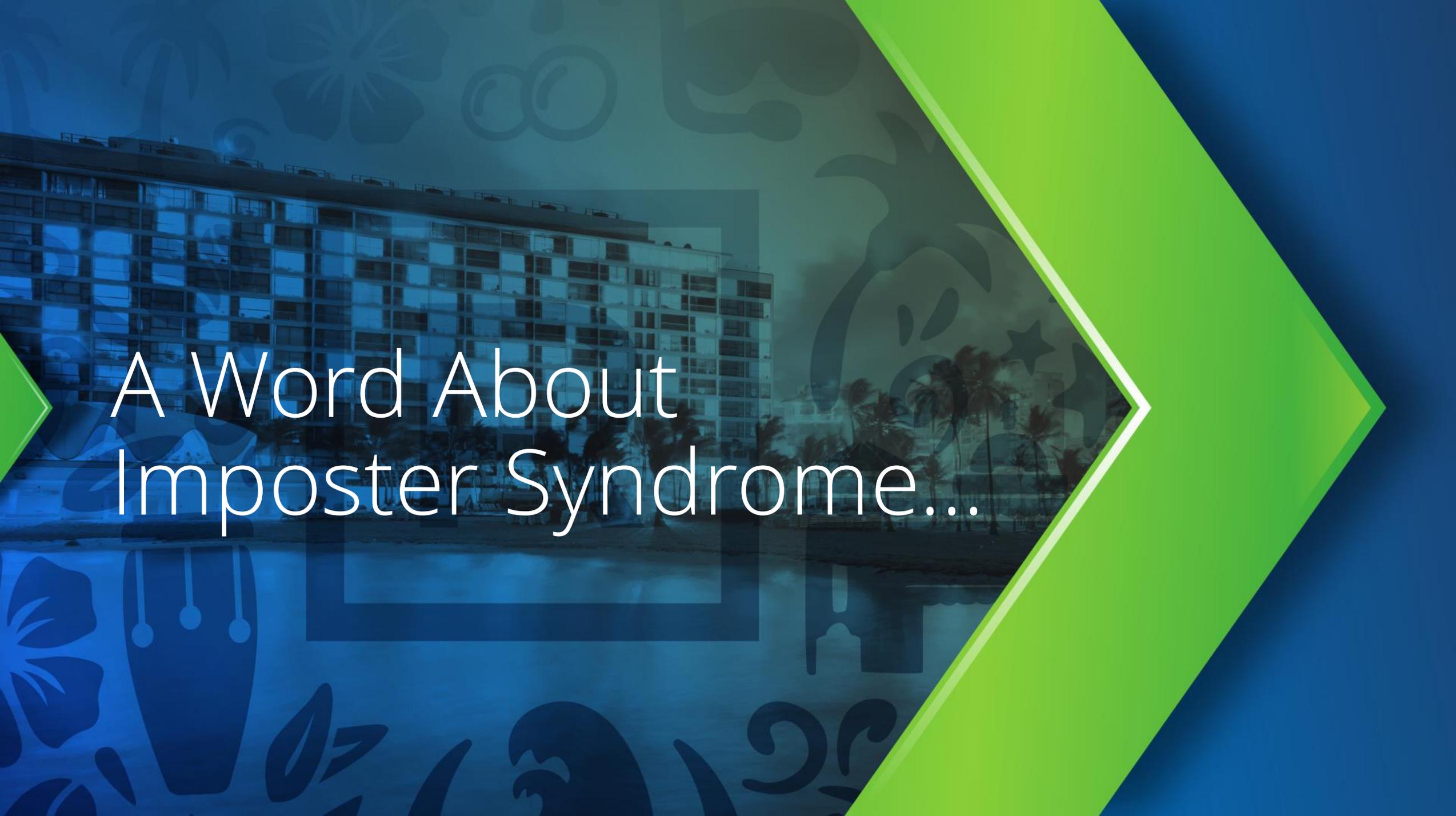
Run through
obstacles

Have something to
say

Deliver!!!



Root for YOU!!!



A Word About
Imposter Syndrome...

The image features a tropical resort scene with a large, multi-story building, palm trees, and a pool. The scene is overlaid with a blue and green geometric design, including a large green arrow pointing right and a blue arrow pointing left. The text "In Conclusion..." is centered in the image.

In Conclusion...



“Experience tells you what to do; confidence allows you to do it.”

– Stan Smith



A confident BRM will...



Lead

Demonstrate
Executive
Presence



Inspire

Motivate others to
be their best
selves



Improve

Relentlessly
seek
efficiencies



Innovate

Fearlessly
challenge the
status quo



Engage

Build bonds
based on
human
connection



“People think confidence comes from receiving a lot of external validation and recognition for your looks, strengths or gifts but in truth, confidence is a natural byproduct of accepting yourself at the deepest level.”

– Unknown

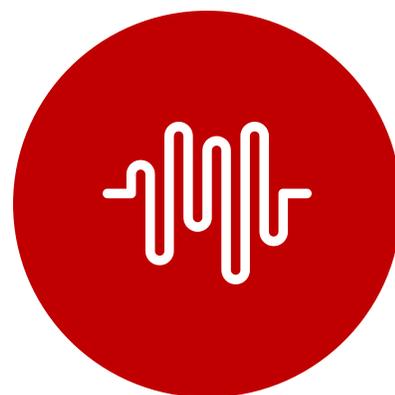


Confidence Boosting Techniques



Know

Learn the skills, strategies, and mindset to be a High-Performing BRM



Think

Stop caring so much about what others think



Feel

Act. Like. You. Belong.



Do

REALIZE THE GREATNESS IN YOU!!!



To the Past

You did very good through out elementary school and I hope you continue to excel in the future years. Just remember this in high school. Have confidence in yourself and everyone else will. Best of Luck

CHRB

Contact Information



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B R M

BUSINESS
RELATIONSHIP
MANAGEMENT
INSTITUTE