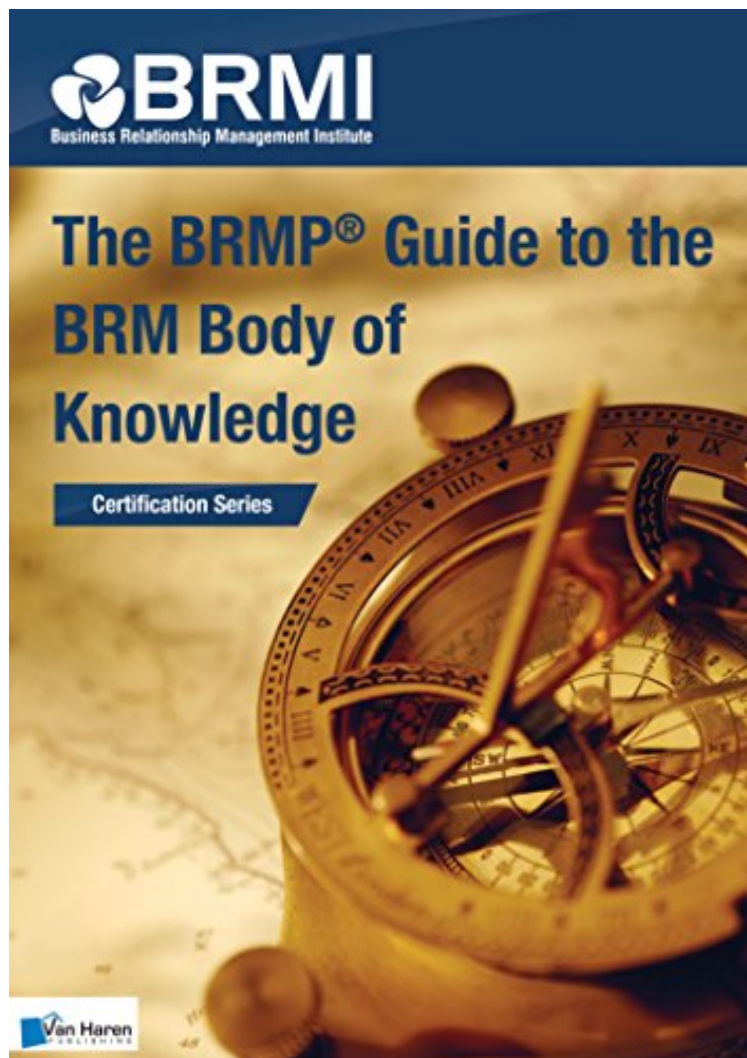


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- The characteristics of the BRM role.
- What it means to perform as a strategic partner, contributing to business strategy formulation and shaping business demand for the service providers' services.
- The use of Portfolio Management disciplines and techniques to maximize realized business value.
- Business Transition Management and the conditions for successful change programs to minimize value leakage.
- The BRM role in Service Management and alignment of services and service levels with business needs.
- The principles of effective and persuasive communication.