PMI Singapore Chapter

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Synopsis:

BRM – Building an Effective Bridge between Business & IT

Business and IT "alignment" (convergence) is still a top C-level concern, according to industry surveys. With the growing demand for digital transformation, the Business Relationship Management capability is becoming critical. So what does that mean? How can IT leaders and business take advantage of Business Relationship Management (BRM) to deliver true business outcomes? What are the desirable attributes, skills and experience to become a BRM? This talk ascertains the essential building blocks to develop BRM as a discipline in the organisation using pragmatic case study and experience sharing to make IT a strategic partner to business.