



Knowledge Translated Into Results



# **Pink Elephant Catalog Of Services**

Includes 7 New Certification Courses!

**CELEBRATING 40 YEARS OF TRAINING EXCELLENCE**

**WINTER 2017 EDITION**



## What We Offer

### TRAINING

Take ITIL®, COBIT®, Lean IT, DevOps, Agile, Project Management, Organizational Change Management and Business Relationship Management courses in many learning formats.

### CONSULTING

Our consultants are the best in the industry. With an average of 20+ years' industry experience they relate course content with real-world experience.

### CONFERENCES & EVENTS

Pink Elephant's conferences and events have been described as "the most content rich, varied, intensive and enjoyable conference experience you can have!"

### ONLINE TOOLS & RESOURCES

PinkATLAS™, PinkSCAN™, PinkREADY™, are resources available at the click of a button.

### PINKVERIFY™

Developed for the vendor community, PinkVERIFY is an Internationally recognized IT Service Management (ITSM) software assessment and certification. Vendors are awarded the official PinkVERIFY logo that validates their toolsets have met the requirements of process functionality and capabilities. Contact us for more information.

## Stay Connected To Pink!

There are many ways to get immediate notifications about special discounts, preview announcements about new products and services, and all the latest news from Pink!

### E-Newsletters:

Sign up for e-bulletins and our monthly PinkLINK by visiting [pinklephant.com/signup](https://pinklephant.com/signup)



## Why Choose Pink For Training?

- ▶ We are recognized as industry experts known for reliable, high quality education deliverables
- ▶ More than 350,000 business professionals have taken our courses
- ▶ Courses are delivered by Pink Elephant Consultants and Trainers – all with 20+ years of real-world industry experience and expert knowledge in the areas they specialize in
- ▶ Most of our courses include a web-based option to accommodate today's busy professional
- ▶ 96% of customers surveyed would recommend Pink Elephant courses to others

## Learning Formats

Pink Elephant offers a variety of formats for our courses and workshops, including:

### Self-Paced

Self-paced courses are cost effective, time efficient and flexible since you can learn at your own pace, anytime, anywhere. Comprehensive, accredited courseware prepares you for the official online exam – perfect for the business leader on the go!

### Virtual

Learn from a certified Pink Expert instructor without the inconvenience and cost of travel. Learn from your home or office in a regularly scheduled class or schedule one for your entire team.

For select virtual courses, the course is presented in two different agenda formats. Full day deliveries, from 10:00 am to 5:00 pm ET each day of the course, or half day programs with the student selecting to attend AM (8:30 am - 12:00 pm ET) or PM (1:30 pm - 5:00 pm ET) for the duration of the course. Visit our website for full course descriptions and course delivery details.

### Public

Learn in a traditional classroom format from a certified Pink Expert possessing an average of 20+ years of ITSM experience. To find an upcoming course in a major city near you, visit our website for the Public Course Schedule.

### In-House

Bring the Pink education experience in-house when it is most convenient for your team and at the location of your choice. This is a great opportunity to educate your team efficiently, foster team building experiences, and allow for company-specific discussion to align new learning with corporate projects and goals.

# Training Schedule-At-A-Glance

FEBRUARY – JUNE 2017

We have planned ahead, so you can too!



NEW Self-Paced Format

COURSES	FEBRUARY	MARCH	APRIL	MAY	JUNE	
<b>BUSINESS PORTFOLIO</b>						
Business Relationship Management Professional		Las Vegas, NV (23-25)	Virtual (27-29)	Chicago, IL (10-12)	Virtual (1-5) AM Virtual (1-5) PM	Virtual (5-7)
<b>NEW!</b> Leading The Organizational Change Process		Virtual (2-3)			Virtual (18-19)	
Organizational Change Management Foundation		Las Vegas, NV (15-17)	Virtual (20-22)	Chicago, IL (10-12)	Virtual (15-17)	Virtual (12-14)
Organizational Change Management Practitioner		Las Vegas, NV (18-19)				Virtual (15-16)
<b>NEW!</b> Success Under Pressure Workshop					Virtual (8)	
<b>IT PORTFOLIO</b>						
<b>NEW!</b> Agile Scrum Foundation		Virtual (6-7) Las Vegas, NV (18-19)		Chicago, IL (13-14)		Virtual (8-9)
<b>NEW!</b> Certified Agile Scrum Master & Leader		Virtual (27-1)			Virtual (31-2)	
<b>NEW!</b> Certified Agile Service Manager		Las Vegas, NV (17-19)	Virtual (6-10) AM Virtual (6-10) PM		Virtual (8-10)	
Certified Software Asset Manager				Virtual (27-28)		
Defining & Governing Enterprise IT To Deliver Business Value						Virtual (5-7)
<b>NEW!</b> DevOps Foundation		Las Vegas, NV (23-25)	Virtual (20-24) AM Virtual (20-24) PM	Chicago, IL (10-12)	Virtual (22-24)	Virtual (19-23) AM Virtual (19-23) PM
How To Define & Implement A CMDB According to ITIL Best Practices		Las Vegas, NV (23-24)				Virtual (8-9)
How To Define & Implement A Service Catalog		Las Vegas, NV (23-24)				
ITAM Foundations				Virtual (6-7)		
ITIL Continual Service Improvement		Las Vegas, NV (16-19)		Virtual (3-6)		
ITIL Foundation		Las Vegas, NV (17-19) Virtual (27-1)	Virtual (27-29)	Chicago, IL (10-12) Virtual (24-26)	Virtual (22-26) AM Virtual (22-26) PM	Virtual (26-28)
ITIL Managing Across The Lifecycle			Virtual (6-10)			Virtual (12-16)
ITIL Operational Support & Analysis		Las Vegas, NV (15-19)		Virtual (10-14)		
ITIL Practitioner: Enabling Critical Competencies				Virtual (3-5)		Virtual (19-21)
ITIL Release, Control & Validation			Virtual (13-17)			
ITIL Service Design		Virtual (6-9)			Virtual (1-4)	
ITIL Service Offerings & Agreements				Virtual (24-28)		
ITIL Service Operation			Virtual (20-23)			
ITIL Service Strategy		Las Vegas, NV (16-19)			Virtual (15-18)	
ITIL Service Transition		Virtual (6-9)		Virtual (18-21)		
Lean IT Foundation: Understanding Lean IT Principles & Objectives		Las Vegas, NV (18-19) Virtual (23-24)	Virtual (30-31)	Chicago, IL (13-14)	Virtual (11-12)	Virtual (22-23)
Lean IT Kaizen: Implementing Lean IT Practices		Las Vegas, NV (23-25)			Virtual (17-19)	
<b>NEW!</b> Lean IT Leadership		Las Vegas, NV (23-25)		Virtual (10-12)		
<b>CONFERENCES &amp; EVENTS</b>						
Pink Elephant Virtual Conference "PinkCONNECT" – FREE!			Virtual (5) Re-Inventing ITSM For The Next Generation		Virtual (28) The Service Desk Is Not Dead Yet!	

Visit our website for all 2017 course dates.

# Training – Course Descriptions



## AGILE CERTIFICATION

<b>NEW!</b> Agile Scrum Foundation	An introductory course to understand the fundamentals of Agile, Scrum and related methodologies benefiting business and IT Professionals.	
<b>NEW!</b> Certified Agile Scrum Master & Leader	The course covers fundamentals and also provides a managerial and leadership perspective on Agile and Scrum related methodologies for those facilitating and enabling Agile teams.	
<b>NEW!</b> Certified Agile Service Manager	An introductory course with focus on ITIL processes and interconnections between Agile, Scrum and IT Service Management.	

## BUSINESS RELATIONSHIP MANAGEMENT CERTIFICATION

Business Relationship Management Professional	This 3-day very comprehensive management level course provides guiding principles and a framework not provided elsewhere for managing key business relationships to drive strategic value.	<i>NEW Self-paced Format</i>
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## COBIT CERTIFICATION

Defining & Governing Enterprise IT To Deliver Business Value	This course provides an end-to-end business view of COBIT 5 – an internationally accepted framework for governing and managing enterprise IT that supports executives and management in their definition and achievement of business goals and related IT goals.	
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## DEVOPS CERTIFICATION

<b>NEW!</b> DevOps Foundation	This course will debunk the myths and misconceptions around what is and isn't DevOps and Agile. You will gain insights and a deeper understanding on how to immediately benefit your own environment, and build a plan to improve your IT organization and service delivery to drive results.	
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## IT ASSET MANAGEMENT CERTIFICATION

ITAM Foundations	This course is designed to impart an extensive overview of IT Asset Management (ITAM) best practices and processes as well as ways to embrace multiple organizational frameworks such as IT Service Management.	
Certified Software Asset Manager	This course teaches the importance of adhering to software regulations, and how to develop a well planned and executed Software Asset Management program.	
Certified Hardware Asset Management Professional	This course is designed to address the numerous issues plaguing professionals in managing hardware assets.	

## ITIL FOUNDATION CERTIFICATION

ITIL Foundation	This official ITIL Foundation certification course provides you with a general overview of the ITSM Lifecycle which is outlined in ITIL's five core books – Service Strategy, Service Design, Service Transition, Service Operation and Continual Service Improvement (CSI).	
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*An oldie but a goodie!*

## ITIL PRACTITIONER CERTIFICATION

ITIL Practitioner: Enabling Critical Competencies	This intensive 3-day course introduces the 9 Guiding Principles critical to embedding a culture of CSI. Students will also learn how to leverage ITIL good practices in order to adopt, adapt and apply ITIL to specific circumstances and requirements of an organization.	
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*Pink Elephant provides training that is real-world relevant! The examples used, the multi-industry experience of the instructors and the well-paced, engaging classes prepare you for the certification exams as well as providing you with the building blocks to become exemplary service management experts*

# Training – Course Descriptions



ITIL CAPABILITY CERTIFICATION		
ITIL Operational Support & Analysis	The focus of this Intermediate course is on Event Management, Incident Management, Request Fulfillment, Problem Management, and Access Management.	
ITIL Release Control & Validation	The focus of this Intermediate course is on Service Portfolio Management, Service Catalog Management, Service Level Management, Demand Management, Supplier Management, Financial Management For IT Services, and Business Relationship Management.	
ITIL Service Offerings & Agreements	The focus of this Intermediate course is on Service Portfolio Management, Service Catalog Management, Service Level Management, Demand Management, Supplier Management, Financial Management For IT Services, and Business Relationship Management.	
ITIL Planning, Protection & Optimization	The focus of this Intermediate course is on Capacity Management, Availability Management, IT Service Continuity Management, Information Security Management, and Demand Management.	
ITIL LIFECYCLE CERTIFICATION		
ITIL Service Strategy	For ITSM Professionals seeking to gain an understanding of how to integrate IT and business processes as well as formulate stronger ITSM strategies.	
ITIL Service Design	For ITSM Professionals seeking to gain a more in-depth understanding of IT business integration and obtain practical guidance regarding the management principles and core concepts required to design new, or modify existing, IT services.	
ITIL Service Transition	For ITSM Professionals seeking to gain an understanding of how to consistently manage change, and the introduction, transfer and decommissioning deployment of new or changed services.	
ITIL Service Operation	For ITSM Professionals seeking to gain practical guidance of the service delivery and support phase of ITIL's service lifecycle model.	
ITIL Continual Service Improvement	For ITSM Professionals seeking to gain a better understanding of ROI, measurements and metrics, trending and management reporting.	
ITIL EXPERT CERTIFICATION		
Managing Across The Lifecycle	Become an ITIL Expert – the highest ITIL qualification! A total of 17 ITIL credits are required as a prerequisite for this course.	
ITIL OVERVIEW		
ITIL Executive Overview	Pink Elephant will provide a Senior Consultant to facilitate an executive level ITIL awareness discussion to support the organization's ITSM awareness objectives.	
LEAN IT CERTIFICATION		
<i>Most popular course</i> → Lean IT Foundation: Understanding Lean IT Principles & Objectives	This introductory course features the core principles of Lean and is applicable to all IT operations regardless of sector or industry. Learn how Lean helps IT departments become more business-value oriented, removing waste, inflexibility and variability.	 <i>NEW Self-paced Format</i>
Lean IT Kaizen: Implementing Lean IT Practices	With major focus on the Six Sigma DMAIC and Lean A3 models, this practical and hands-on 3-day course teaches and equips individuals to define, facilitate and lead Lean IT Kaizen improvement initiatives.	
<b>NEW!</b> Lean IT Leadership	This 3-day course provides you with the knowledge of how and why Lean leadership principles are different from traditional hierarchical or command and control models.	
ORGANIZATIONAL CHANGE MANAGEMENT CERTIFICATION		
Organizational Change Management Foundation	Provides participants with essential information and tools to understand how to contribute to a change management team. Learn how to help people deal more effectively with change by overcoming resistance and maintaining their commitment to change.	 <i>NEW Self-paced Format</i>
Organizational Change Management Practitioner	The valuable knowledge and techniques gained in the Organizational Change Management Foundation course will be applied to "real world" change processes. Learn how to develop a collaborative team that can successfully embed and sustain change initiatives.	

# Training – Course Descriptions



## ORGANIZATIONAL CHANGE MANAGEMENT WORKSHOP

<b>NEW!</b> Leading The Organizational Change Process	Participants will gain the skills, knowledge and practical application experience they need to effectively and efficiently plan and manage an organizational change initiative using Kotter's 8-step model and other principles of change management.	
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## PROJECT MANAGEMENT PRINCE2® CERTIFICATION

Project Management PRINCE2 Foundation	Project Management Foundation is an introductory course for those seeking to become effective project contributors and for those who wish to obtain the PRINCE2 certification.	
Project Management PRINCE2 Practitioner	In Project Management Practitioner, you'll learn how to apply and tailor PRINCE2 processes, themes and techniques within a project environment, and learn how to evaluate completed projects and project events.	
Project Management PRINCE2 Boot Camp	This 5-day certification Boot Camp combines the Project Management Foundation and Practitioner courses. The first part of the Boot Camp (Foundation) focuses on learning the theoretical knowledge contained in the PRINCE2 body of best practice. The second part of the Boot Camp (Practitioner) provides guidance on how to effectively apply and practice the new knowledge within a project environment.	

## “HOW TO” INSTRUCTIONAL WORKSHOPS

The 1-Day Leadership MasterClass	This course is presented in four parts, beginning with an overview on the meaning of “leadership”, and ending with case studies of how the principles taught were successfully implemented in real-life.	
How To Define & Implement A Service Catalog	For managers who want to learn why the Service Catalog and its underlying service structure is the cornerstone of any ITSM program and how to map IT services to business processes and functions.	
Problem Management: Root Cause Analysis Workshop	This workshop will provide you with a practical, structured approach to applying established root cause analysis principles and techniques to identify the sources of recurring incidents and service downtime.	
IT Service Management Strategic Roadmap	This workshop will provide you with the strategic knowledge required to navigate around common pitfalls and establish an ITSM improvement project that delivers tangible results for success.	
How To Define & Implement A CMDB According To ITIL Best Practices	For ITSM professionals who want to learn the critical success factors for defining, building, deploying and managing a best practice Configuration Management Database (CMDB).	
Implementing IT Service Management Boot Camp	In this 3-day, boot camp style workshop you will receive the critical knowledge needed to successfully set up your ITSM program and project, establish process governance, build your tool strategy and define your deployment plans to achieve meaningful results.	

*Perfect pairing: in-house course + simulation*

## SIMULATIONS

<b>NEW!</b> DevOps In Action: The Phoenix Project Simulation	This business simulation introduces an approach to bring Software Development and IT Operations closer together. This simulation will help translate theory into practice and develop collaboration within teams to increase business value.	
IT/Business Alignment In Action: The Grab@Pizza Simulation	A business simulation that marries theory with hands-on practice, this 2-day workshop is highly interactive and combines the power of experiential learning with a practical discussion on how to apply IT Service Management best practices.	
ITSM In Action: The Apollo 13 Simulation	During this very popular one-day interactive workshop, participants learn how to apply ITIL and ITSM concepts to a real life situation using the historical events involved in the “successful failure” story of Apollo 13.	

*Pink Elephant's training experience was exceptional. Not only were their materials informative and comprehensive, but their instructors were welcoming, engaging, and knowledgeable. They will be my first stop for any future training needs, and I will certainly be recommending them to friends and colleagues.*

## Achieve Results That Matter

Pink Elephant has developed industry-leading onsite team workshops, simulations and assessments which can be tailored to your organization's specific needs. We like to say that we translate knowledge into real world results. For nearly 40 years, we have made it happen for hundreds of satisfied organizations.

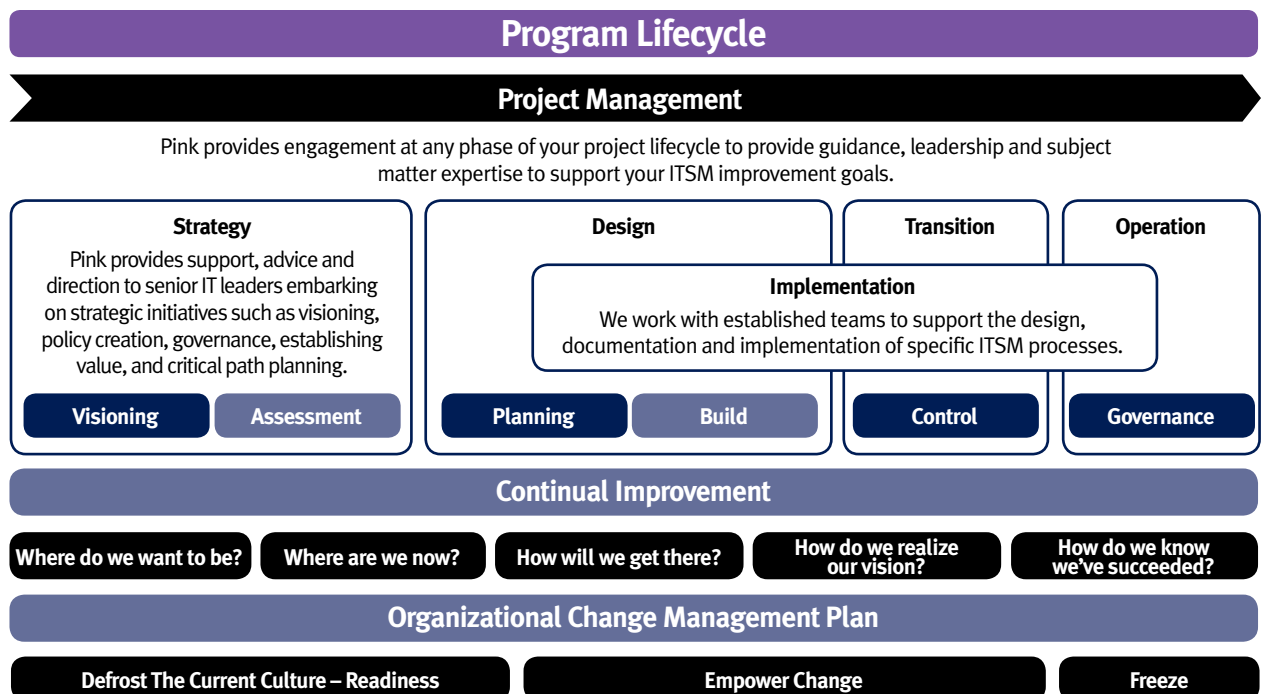
Take a look at the diagram below to better understand how our unique Transformation Lifecycle Approach can be customized for your organization.

## Why Choose Pink For Consulting?

- ▶ Our experienced consultants are industry leaders and are specifically trained to adapt, adopt and combine frameworks at a fit for purpose level to fit your company's unique situation
- ▶ We provide a full lifecycle of solutions in our assessments, strategic planning, implementation and continuous improvement coaching to help you achieve top-notch results
- ▶ We apply a holistic approach considering the People, Process, Product and Partner aspects unique to your organization and ensure they are considered throughout the consulting process
- ▶ As your trusted advisor, we transfer knowledge and skills to you and your team and work with you hand-in-hand every step of the way

*"Pink's consultants are the best in the business. An amazing combination of expertise, knowledge, strategy and professionalism."*

## Pink Elephant Transformation Lifecycle Approach





## PinkATLAS™

With PinkATLAS, you can successfully navigate your way through an ITSM implementation. Get the knowledge you need to immediately increase your team's productivity.



## Why Choose PinkATLAS?

PinkATLAS is your essential online resource center. Access over 600+ value-added resource items including numerous templates, process maps, how-to guidelines, checklists, podcasts, whitepapers, and more to get you on the road to implementing improvements in your organization.

The tools and resources in PinkATLAS have all been designed to support industry best practices and continual improvement efforts. Enjoy 24/7 access to “ready-to-go” templates and resources in areas such as ITIL, ITSM, IT Governance, Program & Project Management, Lean IT and Organizational Change.

***PinkATLAS has already proven to be an invaluable tool in the short time we have had access. My only regret is that we didn't make the purchase sooner. It's rare that an IT offering lives up to the hype, but PinkATLAS has exceeded our expectations.***

## PinkSCAN™

PinkSCAN is an online process maturity assessment tool to help your organization determine the level of maturity of your current ITSM processes. Benchmark your processes with access to over 20+ ITIL assessments.



## Why Choose PinkSCAN?

Do you know how mature your IT processes are? PinkSCAN provides your organization with the ability to run your own process maturity assessments to perform gap analyses and compare your processes to other organizations in your industry.

PinkSCAN's “do-it-yourself” approach for benchmarking your ITSM processes is an ideal way to understand the basics of process maturity and how to implement changes for continual improvement. Your organization can use PinkSCAN, to assess core processes such as IT Asset Management, Request Fulfillment, Service Catalog Management and Supplier Management.

***The PinkSCAN process maturity assessments have provided our organization with the ability to continually analyze our core IT processes in a consistent, repetitive manner. This has allowed us to easily identify gaps and inefficiencies with our processes and ensure our continuous improvement efforts are focused on the right activities.***



## RevITILize Your ITIL Training Path

Pink Elephant is recognized as the leading expert in ITIL training and we offer a full portfolio of courses from foundation and intermediate to expert levels. The Foundation course is the mandatory first step to understanding ITIL and its 26 processes, but where do you go from there?

- ▶ Intermediate “capability courses” provide you with a deeper understanding on a specific process (e.g., Release, Control, Validation) and are well suited for process owners
- ▶ Intermediate “lifecycle courses” give you a broader view and understanding within a specific lifecycle (e.g., Service Design) and are well suited for IT managers
- ▶ ITIL Practitioner will show you how to apply a “fit for purpose” approach to the ITIL concepts
- ▶ To become an ITIL Expert you can take many different training paths to achieve your designation as outlined in the ITIL Certification Scheme

**Define Your ITIL Path > Certification Courses:** Foundation, Intermediate & Managing Across The Lifecycle

## Become A “Lean” Leader – LITP Designation

Many industries are adopting the Lean approach as organizations recognize the value it brings to their organization. Lean is all about learning how to assess business processes to identify and eliminate waste, reduce costs and increase efficiency – essentially how to be “faster, cheaper and better!” It’s time to take a hard look at your existing processes and focus your teams to work within a Lean culture. Pink Elephant is a founding member of the Lean IT Association and offers a robust Lean IT Professional Certification Program with a designation – LITP.

**Get LITP Certified > Certification Courses:** Lean IT Foundation, Lean IT Kaizen and Lean IT Leadership.

## Drive Positive Organizational Change

The rate of change in business shows no signs of slowing down. The demand to have Organizational Change Managers with the ability to lead others through change is a critical must-have skill set in any organization. Our courses feature many different models including Harvard Business School’s Professor John Kotter’s 8 step process for implementing change, managing people through change and fostering a positive culture within the organization. Learn what it really takes to be a highly effective change leader.

**Start Leading Change > Certification Courses:** Organizational Change Management Foundation, Organizational Change Management Practitioner. **Workshop:** Leading The Organizational Change Process.

## Save The Dates

We have an undisputed reputation for delivering the most content rich conferences and events that feature the industry's emerging trends and hot topics. Join us to gain valuable, practical knowledge from Pink Elephant experts and leading industry practitioners from around the world. **Be Inspired!**



### “PinkCONNECT”

RE-INVENTING ITSM FOR THE NEXT GENERATION

FREE WEB-BASED CONFERENCE

APRIL 5, 2017

Check our website for details, and for all other PinkCONNECT dates.



### “PinkROADMAP”

LEAN SERVICE MANAGEMENT IMPLEMENTATION ROADMAP

AUGUST 20-22, 2017 ▶ SCOTTSDALE, AZ  
MONTELUCCIA RESORT & SPA

Join us for this very unique one-of-a-kind education experience bringing together Pink's experts, practitioner case studies, and solution providers to discuss “how to” and not just “what to” execute.

AMAZING NEW LOCATION!



### “Pink18”

22<sup>ND</sup> ANNUAL INTERNATIONAL IT SERVICE MANAGEMENT CONFERENCE & EXHIBITION

FEBRUARY 18-21, 2018 ▶ ORLANDO, FL  
JW MARRIOTT ORLANDO, GRANDE LAKES

Check our website for Super Faithful and Early Bird specials!



## Special Offers!



### Training Passes

Have an individual or group of people requiring training but can't bring Pink onsite? Save on Public and Virtual courses by purchasing your training in bulk.

- ▶ Purchase 3 to 5 seats up front; **Save 10%** off the regular price
- ▶ Purchase 6 to 10 seats up front; **Save 20%** off the regular price
- ▶ Purchase 11 seats or more; **Save 30%** off the regular price

### PinkPASS

The PinkPASS is for customers who buy a variety of products and services from Pink Elephant in large volumes. Prepay a set amount in advance and receive additional funds on account! Draw from these funds over a set time period.

### ITIL Expert Passes

If you're on your “ITIL Expert” journey and planning to obtain all 22 credits to get this highly respected qualification, you can save close to 40% with these very special offers!

- ▶ ITIL Expert Virtual Freedom Pass
- ▶ ITIL Expert Self-Paced Freedom Pass

### FREE ITIL Foundation Course

Purchase an ITIL Intermediate course, at the same time as a Foundation Level course, and you get a ITIL Foundation Self-Paced course **FREE** including the exam!

### Lean IT Professional Designation

You can now be recognized as a “Lean IT Professional”. Pass the examinations for three courses – Lean IT Foundation, Lean IT Kaizen and Lean IT Leadership.

Want to become a “LITP”? Purchase our new Lean IT Professional “bundle” – all three courses at once – and get the Lean IT Foundation Self-Paced Online course for **FREE** including the exam!



Knowledge Translated Into Results



# Pink Elephant We Lead The Way!

A premier global training, consulting and conference service provider, Pink Elephant has an undisputed reputation for leading the way. We're proud of our pioneering and innovative spirit, which has enabled us to introduce and spearhead many revolutionary concepts and programs since our inception forty years ago.

This Catalog Of Services provides you with information about the vast array of products and services Pink Elephant offers to help you meet your IT and business goals.

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**CELEBRATING 40 YEARS IN TRAINING EXCELLENCE**