The Final Silo:

Leveraging your BRM network for impact beyond your organization
Purdue Agriculture 
BRM

- Business Partners: Purdue Agriculture Faculty
- Technology Partners: Campus technology resources from Core IT to Emerging Tech; Other non-Ag faculty

Directive: To bring the full potential of Purdue’s technology investment directly to College of Agriculture faculty.
Program Maturity

Transactional

Early program maturity:
- Order taker
- Ad-hoc tasks
- Gap filler
- Processing tickets
- Reactive

Strategic Partner

Advanced Program Maturity:
- Discovery
- Ideation with partners
- Mission focused
- Collaborative
- Proactive
Define Silo and Limitations

Traditional Silos of Operation

Silos are isolated, function specific departments seen in business units (e.g., manufacturing, sales) and support functions like IT, HR and Finance. In IT, silos exist around strategy, architecture, operations, and implementation.

These layers add complexity and hinder cross-silo units from delivering value and impact across organizational silos.

Image: The Virtual Group
Identifying Silos

**Departmental**
- Each department functions as its own entity, focusing primarily on its specific objectives
- Limited communication or collaboration with other departments

**Process**
- Different processes or stages of a business operation are managed separately
- Hiring + Onboarding + Physical space are all part of the “first day” yet can fail to communicate

**Rank**
- Lack of cross functional knowledge
- Can mean whole reporting chains don’t share knowledge

**Functional**
- Internal Partner Facing
- External Partner Facing
- Operational
- Regulatory (IRB, Grant administration, etc.)
The “Final” Silo: Your whole organization.

As Business Relationship Managers, we hold a pivotal role in leveraging our expansive network beyond our organization and industry to move our respective missions forward.
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- Discovery
- Research
- Ideation
- Solution Delivery
- Implementation
- Student Success
- Navigating and Connecting
Why make the effort?

- Higher Education Processes are Interconnected
  - Discovery
  - Learning
  - Research
  - Outreach/Extension/Engagement

- This collaboration also extends to:
  - Information Technology
  - Finance, HR, other functional areas
  - Faculty Success
  - Student Engagement

- Utilizing our external networks (like this one) brings:
  - New perspectives
  - Innovative solutions or paths to them
  - Shared knowledge
  - A place to ask for help

- This leads to a collaborative environment across disciplines
- Additional Value
Challenges

1. Just do, don’t ask
   - You’ve been hired to do a job, now go do it. You don’t need permission.

2. Educate Up
   - Educate your leadership of your efforts and direction.

3. Leadership Support
   - Records of success and impact with business partners and beyond.
   - Impact is important. Stories and feelings are what matter.

4. BRM Potential
   - Ideation: BRM to BRM
   - Navigating and Connecting across organizational silos
OK, but HOW
By navigating and connecting across Higher Ed institutions

OK, but where?
Communities Like this one
Other Higher Ed or Practice focused Communities (Finance, HR)
BRM Institute Communities
Affiliated Networks (Academic conference)
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What’s Next?

Is there Interest?
- Feedback Requested

Community Events
- Coffee Talks
- Themed topic series
- Connection with other BRMs outside your Silo
- BRM Institute Community meetups
- In person meetups at annual conferences

Leadership Roles
These Communities have rotating leadership.
Consider leading or co-leading one or more. You’ll grow your network and learn constantly.
Join A Community

BRM Institute Higher Ed
LinkedIn BRM Higher Ed
Educause BRM Community

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THANK YOU

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