Brass Willow

STANDARD OFFER
Q4 2026 · valid until 31/12/2026

Brass Willow workshops

ADKAR in Practice: Managing Resistance in IT Transformation

WHAT IT IS

A workshop on putting the ADKAR model to work in large, hierarchical organizations. Participants learn to diagnose at which stage (Awareness, Desire, Knowledge, Ability, Reinforcement) a change gets stuck and to choose targeted actions that prevent it from sliding back.

AT A GLANCE

Duration	2 days (2 × up to 8 hours)
Audience	leaders of transformation and change
Format	intensive workshop, in person or online (Zoom and Mural)
Language	English or Polish
Led by	Kate Hobler
PDUs (PMI)	14 for attendance

WHO IS IT FOR?

- The change has been announced and people still work the old way.
- Everyone agrees in meetings and nothing happens afterwards.
- You hear “it won’t work here” and have no answer.
- Every transformation starts with training and the resistance comes back anyway.

WHAT PARTICIPANTS TAKE AWAY

After the training, the participant:

- understands how change unfolds and how to define its success,
- knows the elements of ADKAR and real examples of changes that failed, and why,
- has analyzed their own environment: where the change is and where it is blocked,
- has tools for tracking the progress of a change,
- knows which skills they still need as a change leader.

PROGRAM OUTLINE

1. What change is and how to define its success.
2. The elements of the ADKAR model.
3. Cases of successful and failed changes: “connect the dots” exercises.
4. A tool for analyzing your own environment: which stage you are at and where you are blocked.
5. An overview of tools for tracking the progress of a change.
6. The role of leaders in creating change.
7. Self-diagnosis: which skills you still need as a change leader.

This is an outline. The trainer adapts it to the group’s needs and experience.

PRACTICALITIES

PDUs (PMI)	14 PDUs for attendance.
Payment	We issue a VAT invoice to a company or an individual. The standard payment term is 14 days; bank transfer or card. We also serve companies from outside Poland.
Before the class	After registration the participant receives full information by e-mail: venue, hours, what to prepare. The address and hours are confirmed two weeks before the class.
Lunch	Lunch is included in the price of in-person classes.

PRICE

Public class

PLN 2,700 net per person

Current dates and prices: brasswillow.pl, Calendar.

Private class

Group of 6–20	**PLN 25,000 net per group**
Smallest group	**6 people**

A private class usually takes place at the client's premises; a rented room is charged at cost, as a separate invoice item. Date and scope are agreed individually. The price excludes the trainer's travel and accommodation outside their place of residence: within Poland, PLN 1,500 net per trainer for a two-day class.

Prices are net, in PLN; VAT is not included. Offers in EUR or USD on request (plus 15% for exchange-rate risk and bank spread). Invoices are payable within 14 days.

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24 countries
35,000 people trained
70% of clients come back for more