Brass Willow

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

Brass Willow workshops

AI Hygiene for Leaders

WHAT IT IS

A workshop on using AI in a leader's work without getting burned: where it really helps, what is better done yourself, and which rules a team needs, with the reasons behind them.

AT A GLANCE

Duration	2 days (2 × up to 8 hours)
Audience	leaders and managers
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?

- You are asked for "more AI" in the team and nobody says why.
- You use AI daily and are not sure whether it helps or just speeds up the mess.
- The team pastes things into models that it should not.
- You receive texts and analyses nobody read before sending.

WHAT PARTICIPANTS TAKE AWAY

After the training, the participant:

- has their own rules for using AI as a leader,
- has a draft of team rules: what is allowed, what is not and, above all, why,
- recognizes when AI replaces thinking instead of supporting it,
- can discuss expectations around AI with facts rather than slogans.

PROGRAM OUTLINE

1. What AI is: how it is built and how it works.
2. AI ethics.
3. Data security.
4. AI in private use.
5. Where AI should not be used, privately and professionally.
6. What AI is not good at.
7. The grey zone: uses some praise and others rule out.

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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Share capital: PLN 50,000.00

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