Brass Willow

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

Brass Willow workshops

Stakeholder Management with AI

WHAT IT IS

Two days on the essentials of stakeholder management, done both by hand and with AI tools that actually add value. Participants build stakeholder maps and communication strategies and train their own assistant to help manage communication.

AT A GLANCE

Duration	2 days (2 × up to 8 hours)
Audience	product professionals, leaders, Scrum Masters and agile coaches; ideal for teams that work together daily
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?

- Stakeholders want conflicting things and each considers theirs the most important.
- You learn about a key person when they block your decision.
- Preparing for a difficult conversation takes half a day.
- You say “yes” more often than you want to.

WHAT PARTICIPANTS TAKE AWAY

After the training, the participant:

- has tools for identifying stakeholders, one of them worked out for their own needs,
- has an up-to-date stakeholder map and a communication strategy,
- has prompts that keep communication in line with the strategy,
- depending on the AI tools available in the company: an assistant or workflow that supports communication day to day,
- has practiced live conversations about scope with stakeholders,
- knows what must not be pasted into a model.

PROGRAM OUTLINE

1. Analyzing communication needs with established models.
2. Politics in an organization: what it is and what it is for.
3. Stakeholder radar and stakeholder map; our own tools for identifying stakeholder needs.
4. Communication strategies.
5. Preparing for difficult conversations and negotiations.
6. High-stakes negotiation: models that help you not to overdo it.
7. At every step: how to use AI for it and what to watch out for.

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