Brass Willow

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

Brass Willow workshops

Measurement and Business Value in Software Development

WHAT IT IS

A two-day workshop in which the theory of measurement is applied immediately to the participants' products: what business value is, what measuring costs, and how to choose measures that tell the most for the least investment.

AT A GLANCE

Duration	2 days (2 × up to 8 hours)
Audience	people who manage products, Product Owners, Scrum Masters
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 organization cannot tell whether what it delivers works.
- "Business value" is mentioned in every meeting and understood differently by everyone.
- What is easy to measure gets measured, not what matters.
- A lot of data is collected and no decisions follow.

WHAT PARTICIPANTS TAKE AWAY

After the training, the participant:

- defines business value for their product,
- builds a set of measures suited to the product and its environment,
- estimates and lowers the cost of measuring,
- makes decisions on data rather than on intuition.

PROGRAM OUTLINE

Day 1

1. What measurement is and how specialists define it.
2. Why do we measure?
3. What business value is: models for defining it.

Day 2

1. Basics of EBM.
2. Measures of business value.
3. Building sets of measures: theory and approaches.

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