Brass Willow

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

Brass Willow workshops

Tools for Product Owners

WHAT IT IS

A two-day workshop in which participants learn, use and practice Product Owner tools in the context of their own work: personas, Elevator Pitch, User Story, facilitation and others.

AT A GLANCE

Duration	2 days (2 × up to 8 hours)
Audience	new Product Owners, Scrum Masters, project and product 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?

- The participant lacks tools for everyday product work.
- Stakeholders are hard to identify.
- The team complains about long and dull meetings.
- The participant knows the names of the tools but has never used them.

WHAT PARTICIPANTS TAKE AWAY

After the training, the participant:

- has practiced a set of Product Owner tools,
- knows what business value is and how to set goals,
- identifies stakeholders and works with them,
- runs shorter and more focused meetings.

PROGRAM OUTLINE

Day 1

1. Who is the Product Owner?
2. Transparency as a tool.
3. Business value as a working tool.
4. Personas and proto-personas.
5. Stakeholders: who they are and how to identify them.

Day 2

1. Elevator Pitch.
2. Goals: are they needed and how to build them.
3. The 3C method.
4. User Story.

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.

Brass Willow Sp. z o.o.
Plac Solny 15, 50-062 Wrocław, Poland
NIP: PL8971808826 · KRS 0000557976
Share capital: PLN 50,000.00

Contact regarding this offer
kontakt@brasswillow.pl
+48 530 537 424
brasswillow.com

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