Brass Willow

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

OrgScapes workshops

OrgScapes Product

WHAT IT IS

A workshop for organizations that want to check whether and how they can operate as a product organization: the definition of a product, product goals, value chains and a plan of first steps.

AT A GLANCE

Duration	2 days (2 × up to 8 hours)
Audience	management teams, product and operations leaders
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 wants to work "like" admired product companies and does not know where to start.
- People disagree on what the product is: a single module, the whole offer or something in between.
- There is a dispute over whether internal products are products at all.
- It is unclear where value is created in the company and where it is lost.

WHAT PARTICIPANTS TAKE AWAY

After the training, the participant:

- has structured knowledge of what a product organization is and is not,
- defines the boundaries of the product in their own context,
- sets product goals suited to the type of organization,
- knows what the organization still needs to prepare, including culturally, to be ready for product thinking,
- leaves with a plan of first steps.

PROGRAM OUTLINE

1. The definition of a product: what it is and why it stirs emotions.
2. How a product differs from a project.
3. Which organizational structures fit which purpose (with elements of Spiral Dynamics).
4. Setting product and change goals that actually start happening.
5. Your own definition of a product.
6. The boundary of the product: what it is and what it is not, in your conditions (in public classes: on well-known products).
7. A plan of first steps for your organization.

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