Brass Willow

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

Scrum.org training

Professional Agile Leadership™ – Evidence-Based Management

WHAT IT IS

A one-day workshop on what to measure, why, and how to experiment. Participants receive examples of measures and learn to arrive at their own, or to use those they already have, because measuring has a cost. It ends with the Scrum.org PAL-EBM certification assessment.

AT A GLANCE

Duration	1 day (up to 8 hours)
Audience	executives, managers, Product Owners, Scrum Masters, consultants
Format	intensive workshop, in person or online (Zoom and Mural)
Language	English or Polish
Certificate	PAL-EBM (Scrum.org assessment), does not expire
Led by	Kate Hobler, Professional Scrum Trainer
PDUs (PMI)	7 for attendance

WHO IS IT FOR?

- The organization measures team output but cannot tell whether customers get value.
- Goals are set for a year while conditions change every quarter.
- Executives ask for numbers and only velocity is available.
- The organization wants to move away from plan-driven progress reporting.

WHAT PARTICIPANTS TAKE AWAY

After the training, the participant:

- knows what to measure and why,
- sets goals and reaches them empirically,
- focuses on customer outcomes rather than team output alone,
- has a fact-based language for conversations with the executive team.

PROGRAM OUTLINE

1. Goals, measures and behaviors.
2. Goals and trust.
3. Types of goals.
4. Value chain.
5. Ordering goals.
6. EBM and Key Value Areas.
7. Hypotheses.
8. Examples of measures.

This is an outline. The trainer adapts it to the group's needs and experience.

PRACTICALITIES

Assessment and certificate	The PAL-EBM assessment is taken online, in English. The participant usually receives the password within 2 business days after the class. If the participant attempts the assessment within 14 days and scores below 85%, a second attempt is free of charge.
PDUs (PMI)	7 PDUs for attendance, regardless of the assessment.
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 3,500 net per person

Current dates and prices: brasswillow.pl, Calendar.

Private class

Group of 8–13	**PLN 3,000 net per person**
Group of 14–20 (online 14–16)	**PLN 40,000 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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99.47% assessment pass rate

4.9/5 rating on Trustpilot

70% of clients come back for more