Brass Willow

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

Brass Willow workshops

Product Discovery Game

WHAT IT IS

A simulation-based workshop that develops product management and product discovery skills. Participants go through all stages of discovery and meet its pitfalls in the workshop rather than at work, where the stakes are much higher.

AT A GLANCE

Duration	2 days (2 × up to 8 hours)
Audience	Product Managers, Product Owners, UX specialists, Scrum Masters, members of product teams
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 builds what somebody asked for loudly instead of what users need.
- There are too many ideas and no way to filter them.
- User needs are discovered only after release.
- Research and prototypes lose to deadlines.

WHAT PARTICIPANTS TAKE AWAY

After the training, the participant:

- has experienced product discovery from idea to validation,
- recognizes at work the situations met in the simulation,
- has tools for every stage and knows when to use each,
- can state what is still unknown about the user.

PROGRAM OUTLINE

Day 1

1. What is a product and what is Product Discovery?
2. Cognitive biases and their impact.
3. Product Discovery tools.
4. Business model and other high-level assumptions.

Day 2

1. Experimenting, testing, measuring.
2. Setting goals.
3. Quality and software production.
4. Measures and sets of measures.

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