Brass Willow

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

Brass Willow workshops

Psychology of Organizational Change: The Neurobiology of Resilience

WHAT IT IS

A specialist workshop on why transformations trigger resistance and how to lead people through them safely. It combines the ADKAR model with what we know about how the human brain reacts to uncertainty, so managers can communicate better and build psychological safety.

AT A GLANCE

Duration	2 days (2 × up to 8 hours)
Audience	leaders and managers: team leads, chapter leads, line managers, Scrum Masters
Format	in-house only; the program can be split into shorter blocks
Language	English or Polish
Led by	Adrian Janik, organizational psychologist, and Kate Hobler
PDUs (PMI)	14 for attendance

WHO IS IT FOR?

- After yet another reorganization people are tired and indifferent.
- Good changes fail because nobody has the energy for them.
- Change leaders themselves are close to burnout.
- You cannot see why reasonable people react to change so emotionally.

WHAT PARTICIPANTS TAKE AWAY

After the training, the participant:

- knows the psychological and neurobiological mechanisms at work during change,
- understands psychological safety and how to use it in practice,
- has ADKAR-based tools for supporting people through a difficult change,
- understands their own reactions better after a series of exercises and simulations,
- notices the subtle differences between the communities and nationalities they work with.

PROGRAM OUTLINE

1. Psychological and neurobiological mechanisms at work in the brain during change.
2. Psychological safety: what it is and how to use it in change.
3. Where brain chemistry works for us and where against us.
4. Tools for supporting people through a difficult change, based on a chosen model: ADKAR, Kotter's eight stages or Obeya.
5. Your own reactions: a simulation.
6. Subtle differences in how nationalities approach change.

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 with a 14-day payment term. 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

Private class

Group of 6–20	**PLN 35,000 net per group**
Smallest group	**6 people**

Led by two trainers.

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