Brass Willow

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

Modern development methods

School of Product Management and Product Ownership

WHAT IT IS

A program of six to twelve months for people accountable for a product: thirteen one-day sessions, a mentoring meeting on the participant's own product after each of them, and twelve two-hour sessions on topics raised by the group. It covers vision and business model, the Product Backlog, stakeholders, measurement, contracts and working with subcontractors.

AT A GLANCE

Duration	6–12 months: 13 one-day sessions, 12 mentoring meetings and 12 two-hour sessions
Audience	Product Managers, Product Owners and other people accountable for a product and its performance on the market; groups of 4–16
Format	in-house, online; the first session and graduation in person
Led by	Kate Hobler, founder and program director; trainers are selected for each edition

WHO IS IT FOR?

- People accountable for products lack the tools to build and verify a business model.
- Market experiments are not run, or they put the product at risk.
- Working with stakeholders who have conflicting needs blocks decisions.
- People accountable for products manage the backlog rather than the product.
- The organization wants to develop a group of product people and train internal mentors.

WHAT YOU GET

The client receives:

- Product Managers and Product Owners who work on vision, strategy and the business model,
- priority decisions based on value and measures,
- product business models verified by safe experiments,
- better collaboration with stakeholders, teams and subcontractors,
- changes in participants' products introduced during the program,
- vouchers for the PSPO, PSPO-A and PSPO-AIE courses for every participant,
- on request: internal mentors for subsequent groups.

HOW IT WORKS

Stage I: the product and its value

1. An immersion in agility.
2. AI in product work.
3. Vision and product value.
4. Strategy and working with the business model.

Stage II: working on the product

5. Product Backlog: construction, tools and Refinement.
6. Estimation, long-term planning and forecasting.
7. Quality and its technological implications.
8. People: working with self-managing teams.
9. Stakeholders: mapping, management and difficult situations.

Stage III: the product in the organization and on the market

10. Measurement and Evidence-Based Management.
11. Transformation and company-wide change.
12. Agile contracts and legal solutions.
13. Working with a subcontractor: an informed choice.

PRICING

PLN 370,000 net for the whole edition, regardless of group size (4–16 people): all sessions, mentoring and the in-person meetings.

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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70% of clients come back for more