Brass Willow

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

Modern development methods

School for Agile Coaches and Scrum Masters

WHAT IT IS

A cohort program of more than a year for Scrum Masters: thirteen two-day online sessions, implementation tasks carried out at work, and individual and group mentoring. From the fifth session participants build their own product working in scaled Scrum. The program includes three certified courses.

AT A GLANCE

Duration	over a year: 13 two-day sessions at least three weeks apart
Audience	Scrum Masters and future agile coaches; groups of 4–16
Format	in-house, online; one in-person meeting in Poland organized by us (participants cover their own travel)
Led by	Kate Hobler, founder and program director; trainers are selected for each edition

WHO IS IT FOR?

- The organization has a dozen or so Scrum Masters and each understands the role differently.
- Scrum Masters run meetings but have no influence on the product or the organization.
- After certified courses little has changed in everyday work.
- The organization wants to assess who in the group is suited to the agile coach role.

WHAT YOU GET

The client receives:

- Scrum Masters with broad competence who know what they still lack and can fill the gaps on their own,
- Scrum Masters who understand the product and are partners for teams, Product Owners and management,
- a shared language and shared tools across the group,
- changes introduced in teams during the program,
- up to three certificates per person: PSM I, Kanban System Design, PSM II,
- information about each participant: strengths, aptitude and further development needs.

HOW IT WORKS

Module I: supporting the team

1. Working with people: the psychology of communication, needs and projections, feedback.
2. Applying Professional Scrum: certified course, PSM I assessment.
3. Working with conflict: dynamics and sources of conflict, the role of a third party, the rules and structure of a mediation conversation.
4. The Scrum Master's tools for working with a team: the limits of self-organization, stages of team development, coaching and mentoring.
5. Technical collaboration in a team: accountability of Developers, Definition of Done, standards, code review. Start of the cross-cutting project.

Module II: supporting the Product Owner

6. Kanban System Design: certified course; visualizing work, WIP limits, pull systems, classes of service, flow metrics.
7. Working with the product: vision, business model, return on investment, personas, Design Thinking, prioritization, event storming.
8. Planning and requirements: business and technical risk, MVP and roadmap, User Story Mapping, acceptance criteria, ways of estimating, long-term planning.
9. Technological foundations of a product: emergent architecture, continuous integration, testing strategies, technical debt, engineering practices.

Module III: supporting the organization

10. Organizational culture: types of culture, choosing ways of working, the language of business, feedback culture, working with resistance, the Scrum Master as a change agent.
11. Transforming different types of organizations: reasons and approaches, diagnosis, Evidence-Based Management and OKRs, cases of successful and failed transformations.
12. Methods and approaches to scaling: Nexus, LeSS, the so-called Spotify model, dependencies between teams, queueing theory, systems thinking.
13. Professional Scrum Master II: certified course, PSM II assessment.

PRICING

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

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