Brass Willow

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

Brass Willow workshops

AI Transformation as Change Management

WHAT IT IS

A workshop on leading the adoption of AI as an organizational change rather than a tool purchase: goals, measures, the order of areas, communication and people's concerns.

AT A GLANCE

Duration	2 days (2 × up to 8 hours)
Audience	executive teams, change leaders, people responsible for AI adoption
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?

- Licenses were bought and hardly anyone uses them.
- Some use AI for everything, others not at all, and nobody knows what is allowed.
- Executives expect efficiency gains and cannot say how they will measure them.
- People fear AI will take their jobs and nobody talks to them about it.

WHAT PARTICIPANTS TAKE AWAY

After the training, the participant:

- has the goal of AI adoption described in business terms, not in license counts,
- has a change plan with the order of areas and measures,
- knows how to talk with people about what AI changes in their work,
- knows who is accountable for making the change last.

PROGRAM OUTLINE

1. Common ground: what AI is and how it works.
2. Is the organization ready for an AI transformation: how to assess it.
3. Which area of the organization is ready for what, and at what pace it should adopt AI.
4. Change-management fundamentals based on ADKAR or Kotter's eight stages (in public classes: ADKAR).
5. Making the change last.
6. Fundamentals of designing learning systems during change.
7. Information highways and knowledge-sharing systems.

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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24 countries
35,000 people trained
70% of clients come back for more