Project Brilliant Offers Organizational Culture Workshop at Regional Scrum Gathering Belgrade

November 10, 2025

INDIANAPOLIS, IN - November 10, 2025 -
Project Brilliant will present a workshop titled "Unlocking Momentum--Optimizing Culture for a Purpose" as part of their Momentum Locksmith® initiative at the Regional Scrum Gathering Belgrade on November 7, 2025, addressing organizational culture transformation through purpose-driven strategies.

The workshop will be conducted by Aaron Kopel and Ben Kopel, both holding advanced Scrum Alliance credentials as Certified Scrum Trainers and Certified Enterprise Coaches. The session will take place on the Blue Stage, which focuses on product management practices and discovery techniques, featuring interactive workshops and practical showcases.

Aaron Kopel serves as CEO of Project Brilliant and brings over 25 years of professional experience to the presentation. He holds the top four Scrum Alliance credentials and has co-founded several Agile communities. As a two-time tech startup entrepreneur and National Science Foundation grant winner, he authored "Unlocking Momentum," which reached Amazon bestseller status. Ben Kopel, Business Agility Coach at the company, has worked with Agile teams since the late 2000s and co-founded the Agile Coaching Summit while organizing the PittAgile Gathering.

"Organizations face significant challenges when attempting cultural transformation without addressing their underlying purpose," said Aaron Kopel, CEO of Project Brilliant. "This workshop will demonstrate practical methods for aligning organizational culture with clear purpose to create sustainable change and measurable business outcomes."

The Regional Scrum Gathering Belgrade serves as a forum for Agile practitioners, product managers, and organizational leaders from across the region to exchange experiences and explore new approaches to Agile implementation. The workshop will address common cultural barriers that organizations encounter during Agile transformations.

The session will incorporate interactive exercises designed to help participants identify cultural barriers within

their organizations, define shared purpose, and develop implementation roadmaps. Attendees will engage in discussions about the relationship between organizational culture and business outcomes, including impacts on collaboration and morale.

The workshop draws from Project Brilliant's experience working with organizations across multiple sectors including consumer goods, financial services, healthcare, retail, manufacturing, government, and technology. The company's methodology focuses on breaking down departmental silos and improving cross-functional communication.

Project Brilliant specializes in Agile consulting and training services designed to help organizations adapt to rapidly changing business environments. The company offers Agile consulting services that assess how different teams can adopt an Agile mindset and adjust implementation strategies accordingly. Their training portfolio includes Certified ScrumMaster, Advanced Certified ScrumMaster, and Certified Scrum Product Owner programs. The firm also provides leadership and professional development programs that bring leaders from various backgrounds together for guided peer learning experiences focused on rapid adaptation to changing business needs.

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Project Brilliant

Aaron Kopel has more than 25 years of experience. He combines deep knowledge and insight with practical real-world insights to help business and IT leaders navigate today?s hyper-changing environment.

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