



A Masterclass for Business, Benefit-Corporation, and Third-Sector Leaders: Rethinking the Theoretical Foundation of Economics

The rules of value creation are changing.

Businesses today operate in an environment defined by climate risk, technological disruption, geopolitical instability, and growing social fragmentation. Traditional governance models – focused narrowly on short-term financial performance – are increasingly unable to deliver durable success.

At the same time, expectations of business have expanded. Investors, employees, regulators, communities, and customers are asking not only *what* organizations produce, but how they contribute to shared prosperity, social trust, and environmental sustainability.

The Multilevel Economics Masterclass equips business and social-enterprise leaders with a new framework for navigating this transition—one that aligns profitability, purpose, and long-term system health rather than forcing trade-offs between them.

Why Today's Business Challenges Are Multilevel

Most strategic failures today do not arise from poor execution. They arise from misalignment across levels:

- Individual incentives undermine team performance
- Corporate strategies generate social or environmental backlash
- Sector-level competition erodes trust and legitimacy
- Global supply chains amplify systemic risk

The underlying problem is not “too much” or “too little” market discipline, but a failure to design organizations and ecosystems that function well as groups within larger systems.

The multilevel economic paradigm starts from a different premise: Sustainable value creation depends on how well organizations are embedded in, and contribute to, the social, economic, and ecological systems on which they depend.

A New Paradigm for Value Creation

The Masterclass introduces leaders to the multilevel economic paradigm, grounded in insights from evolutionary economics, organizational psychology, and complex adaptive systems.

This paradigm helps leaders understand:

- Why organizations succeed or fail as *collective actors*, not just aggregations of individuals
- How norms, narratives, and incentives interact with formal governance structures
- Why long-term profitability depends on trust, legitimacy, and cooperation
- How businesses can evolve in uncertain environments through guided experimentation

Rather than prescribing a single model of “responsible business,” the Masterclass provides design principles that allow organizations to adapt their governance, incentives, and metrics to their specific context.

What Business and Third-Sector Leaders Will Gain

Participants will develop:

- A clear diagnostic lens for identifying hidden organizational and systemic failure points
- Tools for redesigning governance, incentives, and performance metrics to support long-term value creation
- Practical insight into aligning agency, solidarity, financial performance, and sustainability
- A concrete transformation project—rooted in their own organization or sector
- Access to a global peer network of leaders navigating similar transitions

The Business Track: Designed for Real Organizations

The Business Track is tailored for:

- Senior executives and board members
- Leaders of benefit corporations and certified B Corps
- Founders and scale-up leaders in mission-driven enterprises
- Leaders of cooperatives, social enterprises, and hybrid organizations

What you produce

Each participant develops a corporate transformation or redesign playbook, focused on:

- governance and decision-making structures
- incentive and performance-measurement systems

- stakeholder alignment and legitimacy
- resilience under uncertainty and systemic shocks

This playbook is directly applicable within participants' organizations and suitable for board-level discussion.

From Insight to Action

The Masterclass is highly interactive and practice-oriented.

Across seven weekly sessions, participants work with real cases, including:

- redesigning executive incentives for long-term value
- aligning corporate purpose with operational decision-making
- navigating trade-offs between competition and cooperation
- responding to systemic shocks such as AI disruption or supply-chain crises

Participants are encouraged to bring **live organizational challenges** and develop solutions collaboratively with peers from business, policy, research, and civil society.

A Unique Learning Ecosystem

Participants gain access to an international ecosystem translating the multilevel paradigm into practice, including:

- **Oxford Initiative on Rethinking Performance:** advancing new metrics of corporate performance
- **Prosocial World:** applying evidence-based cooperation to organizational design
- **Global Solutions Initiative:** linking business transformation to global governance dialogues
- **Economics:** shaping public narratives around economic renewal

Graduates may contribute to blogs, policy dialogues, and thought-leadership platforms, extending the influence of their work beyond their own organizations.

Format and Commitment

- **Duration:** Seven weekly sessions
- **Format:** Online, interactive (90 minutes per session, plus optional discussion)
- **Cohort:** Cross-sectoral, senior-level participants
- **Focus:** Organizational design, governance, and systemic impact

The Masterclass is designed to support organizational learning, not just individual development.

Leading in a World of Shared Risk

In an interconnected world, no organization thrives in isolation. Long-term success depends on contributing to systems that are stable, trusted, and capable of collective action.

The multilevel economic paradigm offers business and third-sector leaders a way to:

- strengthen organizational resilience
- build legitimacy and trust
- align purpose with performance
- create value that endures

This Masterclass is for leaders who recognize that the future of business lies not in extracting value from systems—but in helping them function better.

For participation or further information:

- Visit our [Website](#)
- Or email hello@prosocial.world