BWGELA

CORPORATE · SINCE 1999

Corporate Masterclasses for Executive Teams

Critical Thinking - Public Speaking - Trivium

“Pause the algorithm, start a conversation”

Thirty masterclasses across five academies, each built in three parts and studied in order.



Welcome to BWGELA Corporate.
BWGELA has taught critical thinking, rhetoric and public speaking since 1999. BWGELA Corporate brings that work to the boardroom: self-study masterclasses for C-suite executives, HR and management teams, built around real organisational problems and real corporate cases.

One Masterclass in Three Sections

Part 1 · Briefing
About 55 minutes

A white paper written for the boardroom: one real corporate case, the research behind it and the questions a board should have asked.

Part 2 · Masterclass
About 4 hours 30 minutes

The core of the programme: chapters, a framework, a boardroom decision case, a written exercise, a short board presentation and a final assessment.

Part 3 · Psychology
About 1 hour 5 minutes

The science of the mind behind the decision: why capable people misjudge, what the research shows and how to counter it.

The Process

From commencement to certificate. About 6 hours 30 minutes in all, including written work.

Read The briefing → **Apply** The masterclass → **Understand** The psychology → **Certify** The knowledge

The Five Academies

Six masterclasses in each.

ACADEMY I

Executive Rhetoric & Communication

The language of influence at board level: persuasion, presence, reframing and negotiation under scrutiny.

· High-Stakes Boardroom Persuasion
· Crisis Communication & Counter-Persuasion
· Executive Public Speaking & Presence
· The Art of Strategic Reframing
· Elite Digital Storytelling for Leaders
· Negotiating Contested Deals at the Top Table

ACADEMY II

Techno-Psychology & AI Governance

How intelligent systems reshape judgement, authority and attention, and how leaders govern them well.

· De-Biasing the AI-Driven Workspace
· Navigating Synthetic Authority & Deepfakes
· Algorithmic Thinking vs. Human Intuition
· Designing for Deep Focus in SaaS Environments
· Ethical AI Implementation & Ethics Framing
· Leading Through Information Overload

ACADEMY III

Strategic Risk & Decisional Excellence

The cognitive failures behind costly decisions, and the disciplines that prevent them.

· Defeating Corporate Groupthink & Echo Chambers
· Cognitive Risk Auditing in Mergers & Acquisitions
· Halting the Sunk Cost Cascade
· Navigating Paradoxes in Collective Decision-Making
· Institutional Intellectual Humility
· Thinking Clearly in a Crisis

ACADEMY IV

High-Performance Organisational Dynamics

Safety, power, motivation and honesty inside organisations that grow quickly.

· Building Elastic Psychological Safety
· Flattened Hierarchies & Hidden Power Dynamics
· Identifying Weaponised Empathy & Office Manipulation
· Psychological Resilience in Rapidly Scaling Enterprises
· Detecting Deception in Corporate Communication
· Motivation Without Manipulation

ACADEMY V

Hybrid Operations & Cultural Resilience

Trust, truth and culture when teams work across distance and under pressure.

· Cognitive Alignment in Hybrid Teams
· Trust at a Distance
· Escaping the Algorithmic Echo Chamber
· Safety Culture & Risk Compensation
· Truth, Trust & Algorithmic Gaslighting
· Leading Cultural Renewal

Inside Every Masterclass

01
Opening diagnostic
Learners rate themselves against the problem before they begin.

02
Chapters and framework
Clear chapters and one practical framework to carry back to the board.

03
Boardroom case study
A real corporate case, with decisions to take at each stage.

04
Practice exercise
A written task that applies the framework to the learner’s own organisation.

05
Presentation practice
A short board presentation, built part by part and checked with the Speech Analyser.

06
Final assessment
Fifteen questions. A score of 80% or more earns the certificate.

07
Reflection and action plan
Personal notes and commitments, saved privately and downloadable as a PDF.

08
Certificate
A named certificate for each learner, with records for the executive team.

Who It Is For

C-Suite Executives
Rigorous thinking for the leaders who carry final responsibility for decisions.

HR and Management
Evidence-based development for culture, safety and decision quality.

Executive Teams
A shared language for persuasion, risk and judgement at the highest level.

The Speech Analyser

Every learner has the BWGELA Speech Analyser. Paste a draft presentation or speech to receive a score for persuasion, clarity and structure, with highlighted weaknesses and suggested rewrites. Within each masterclass, the written board presentation can be sent straight to the analyser, revised and rehearsed again.

Licences

All prices are in pounds sterling and exclude VAT.

PER LEARNER
Single Masterclass
£100
per masterclass

- One masterclass
- The Speech Analyser
- Personal certificate
- 1 year licence

PER LEARNER
Individual Executive
£495
per year

- All masterclasses
- The Speech Analyser
- Personal certificates
- 1 year licence

UP TO 10 LEARNERS
Executive Team
£3,950
per year

- All masterclasses
- Team progress reporting
- Shared case discussions
- Team certificates

WHOLE ORGANISATION
Enterprise
From £3,950
per year

- Organisation-wide access
- Monthly Updates
- Dedicated onboarding agent
- Procurement support

Enterprise: *Please see the price calculator on www.bwgela.com/executive/pricing*
£3,950 for the first 10 licences.
Per extra licence:
£350 from 11 to 50
£250 from 51 to 250
£150 from 251 to 1,000

How to Order

01
Sign up for the free trial
Register with a work email on the BWGELA Corporate site.

02
Try the masterclass
Study all three parts of Masterclass 1, free of charge.

03
Book a call or meeting
Choose a time in our calendar for a Zoom or Microsoft Teams meeting to discuss needs.

04
Choose an option
Select a licence and the number of learners, using the calculator on the Pricing page.

05
Invoice and payment
On agreement, BWGELA raises an invoice for payment. Payment is by bank transfer.

06
Access opens
On receipt of payment, BWGELA allocates a Client Number. Submit employee names by email; each receives a unique code number.

A Single Masterclass may also be paid by card.

Masterclasses

Try the free masterclass without obligation, and/or book an online meeting to discuss your needs.

Email: accounts@bwgela.com

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