



ATENEO DE MANILA UNIVERSITY
BUSINESS RESOURCE CENTER



an outpost of
creative intelligence
associates, japan



INNOVATORS ACADEMY

Co-presented by Ateneo Business Resource Center and CIA Bootleg Manila



INNOVATORS ACADEMY

THE INNOVATORS ACADEMY is a bold learning platform designed for forward-thinking entrepreneurs and executives ready to reimagine how they lead, create, and grow. Through immersive masterclasses, innovation sprints, and strategic tracks, THE INNOVATORS ACADEMY equips leaders with future-ready capabilities—grounded in insight, driven by creativity, and built for enterprise transformation.





A POWERFUL PARTNERSHIP: Academic Excellence Meets Innovation Expertise

- This unique partnership marries **Ateneo JGSOM's academic excellence in management education** with **CIA Bootleg Manila's proven expertise in brand strategy and innovation consultancy**, providing a powerful combination of **theoretical foundation and practical application**.
 - **The Ateneo Business Resource Center (BRC)** is the consulting and training arm of the John Gokongwei School of Management (JGSOM). As a university-based hub, BRC fosters entrepreneurship and supports business leaders at every stage of growth—offering both public learning seminars and tailored workshops for companies seeking to scale or transform.
 - **CIA Bootleg Manila (CBM)** is a brand and innovation consultancy that helps organizations uncover deep consumer insights, define their core DNA, and design breakthrough strategies. Known for working with the likes of Ayala Corporation, Globe Telecom, Carmen's Best, Potato Corner, and Serenitea, Bootleg brings creative firepower and strategic clarity to every learning experience.
- Together, they present **THE INNOVATORS ACADEMY 2026**: a masterclass series designed to shape the next generation of innovative business leaders.

EXECUTIVE MASTERCLASS SERIES

Venue: Ateneo De Manila University Room SOM 402 (Katipunan, QC)



The Innovative Leader

Lead with clarity, creativity, and connection—using the power of thinking styles.

Dates: June 6, 13, 20, and 27 / 2-6 PM
Price: P35,000 (before VAT)



Gen AI for Leaders

How to think, prompt, and lead with AI—strategically and creatively.

Dates: July 4, 11, 18, and 25 / 2-6 PM
Price: P35,000 (before VAT)



Inspiration-Finding: Unlocking New Opportunities through Psychology & Sociology

How to discover what people truly need—and where your next breakthrough lies.

Dates: August 1, 8, 15, and 22 / 2-6 PM
Price: P25,000 (before VAT)



The Creative Mindset & Idea Generation

How to think differently, imagine boldly, and generate ideas that matter.

Dates: September 5, 12, 19, and 26 / 2-6 PM
Price: P25,000 (before VAT)



Crafting Your Brand DNA & Strategic Identity

How to define what your brand truly stands for—and make it unforgettable.

Dates: October 3, 10, 17, and 24 / 2-6 PM
Price: P25,000 (before VAT)



Self-Mastery of Leaders

Learning to Think, Feel, Intuit, Communicate, Do, Lead, and Be.

Dates: November 7, 14, 21, and 28 / 2-6 PM
Price: P25,000 (before VAT)



Designing Your Brand Experience: Beyond the 4Ps of Marketing

How to translate your brand's promise into immersive customer experiences.

Dates: TBA
Price: P25,000 (before VAT)



**INNOVATORS
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Ateneo Business Resource Center • CIA Bootleg Manila

What makes The Innovation Academy different?

- ✓ **Led by actual brand and innovation leaders** – behind successful Filipino and global companies.
- ✓ **Multidisciplinary by design** – blending business strategy with psychology, sociology, technology, design thinking, and the humanities.
- ✓ **Multi-sensory, hands-on learning** through case studies, in-class tools, and real-world application, not just lectures.
- ✓ **Built for immediate impact** on your business, brand, or leadership challenges.
- ✓ **Grounded in both practice and principle** – featuring frameworks that are academically informed and field-proven through decades of real consulting work.



Every course is built for one thing: real transformation you can take back to your enterprise the moment you walk out the door.



The Innovative Leader

*Lead with clarity, creativity, and connection—
using the power of thinking styles.*

DATES: June 6, 13, 20, and 27, 2026 / 2-6 PM

PRICE: P25,000 (before VAT)

VENUE: Ateneo De Manila University - Room SOM 402 (Katipunan, QC)



Lead with clarity, creativity, and connection using the power of thinking styles. This course transforms the way you lead by tapping into the science of how people think. Based on 4 Thinking Styles: **Analyst, Builder, Connector, and Dreamer**, you'll learn how to adapt your leadership style to inspire diverse teams, improve communication, make sharper decisions, and drive innovation across your organization.



The Innovative Leader

Participants will learn how to recognize thinking patterns in themselves and others, diagnose and respond to team dynamics, and lead high-performing teams that balance logic, structure, empathy, and imagination. Whether you're a founder, CEO, or team lead, this course equips you with tools to lead more humanly and more effectively.

COURSE OUTLINE:

- Innovation & Whole-Brain Leadership
- The Innovative Leader as an ANALYST
- The Innovative Leader as a BUILDER
- The Innovative Leader as a CONNECTOR
- The Innovative Leader as a DREAMER

MAJOR OUTPUTS & TAKEAWAYS:

- An understanding of your own Leadership Style and Strengths
- An assessment of your Leadership Gaps
- An Innovation Framework for your Enterprise
- Innovative Insights and Ideas for your Enterprise

👉 This is not a lecture course. The workshop is multi-experiential: combining short, focused lectures with in-class exercises and practical worksheets that participants apply directly to their own leadership context and enterprise. You won't just learn the thinking styles. You'll use them.

ABOUT THE FACILITATOR



AARON "A" PALILEO

Co-Founder, CIA Bootleg Manila | ASEAN Director, Creative Intelligence Associates / The Brand Architect Group (Tokyo)

Aaron "A" Palileo is the co-founder of CIA Bootleg Manila, a brand and innovation consulting firm with headquarters in Manila and Tokyo. He is the Program Director of Ateneo Business Resource Center and CIA Bootleg's THE INNOVATORS ACADEMY and has been a lecturer at Ateneo de Manila University and Ateneo Graduate School of Business since 2009. He is a certified faculty member of the Creative Education Foundation, the world's oldest institution dedicated to creativity and innovation.

Aaron has consulted on strategy and research for over 90 companies across diverse industries and has facilitated brand, creativity, and innovation workshops for multinationals, top Filipino companies, and high-growth organizations. He is the author of books on creativity, innovation, and entrepreneurship.

He holds an MBA (double major in Marketing & Entrepreneurship) from the Asian Institute of Management and has completed advanced international courses on Generative AI, design thinking, and strategy.



Gen AI for Leaders

*How to think, prompt, and lead with AI—
strategically and creatively.*

DATES: July 4, 11, 18, and 25, 2026 / 2-6 PM

PRICE: P35,000 (before VAT)

VENUE: Ateneo De Manila University - Room SOM 402 (Katipunan, QC)



This course equips entrepreneurs and executives with the essential mindset and techniques to harness Generative AI – not as a gimmick, but as a powerful co-pilot for strategy formulation or refinement. This is a Gen AI course built for strategic leaders – founders, CEOs, and Chief Strategy Officers – not technical officers. It focuses specifically on Generative AI as a leadership tool and does not cover advanced AI applications such as predictive AI, agentic AI, or machine learning systems.



Gen AI for Leaders

Participants will learn the 3Ps of AI leadership: Prepare, Prompt, and Polish – a practical framework for structuring AI collaboration that delivers sharper thinking, faster execution, and better outcomes. From grounding AI in your enterprise's truth, to engineering the right ask, to refining outputs with leadership judgment – you'll leave equipped to make Gen AI a working part of how you think and lead.

Critically, this course is not built on hypothetical case studies. Participants bring their own real strategic questions, challenges, or directions to the workshop – and use them as the working material throughout. Every framework and technique is applied directly to your enterprise's actual priorities, so you leave not just with new skills, but with real strategic output you can act on.

COURSE OUTLINE:

- Enterprise Use Cases, Gen AI for Entrepreneurial Leadership & Strategy
- Overview of the 3Ps of Gen AI: Prepare, Prompt, and Polish
- Deep Dive into Prepare – Grounding AI in Your Enterprise Context
- Deep Dive into Prompt – Engineering the Right Ask
- Deep Dive into Polish – Refining, Challenging, and Elevating AI Outputs
- Gen AI Challenge – Applying the 3Ps to Your Enterprise
- Moving Forward – Next Steps, Watch-Outs & Risks, and The Ethics of Gen AI

MAJOR OUTPUTS & TAKEAWAYS:

- A clear understanding of what Gen AI can and cannot do for your enterprise strategy
- A working command of the 3Ps framework – Prepare, Prompt, and Polish – for effective AI collaboration
- Mastery of the P.R.O.M.P.T. method for structuring high-quality AI instructions
- The ability to ground AI in your enterprise context for sharper, more relevant outputs
- The skills to critically evaluate and refine AI outputs using strategic leadership judgment
- Real AI-generated strategic output built around your enterprise's actual priorities and challenges
- Awareness of Gen AI risks, limitations, and ethical considerations for responsible enterprise use

👉 This is not a lecture course. The workshop is multi-experiential – combining focused lectures with hands-on prompting exercises, practical worksheets, and iterative build sessions where participants apply every tool directly to their own enterprise context.



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Gen AI for Leaders

ABOUT THE FACILITATORS



ANDONI ALBERT
CEO & President,
Kation Technologies Inc.

Andoni is a technology leader and enterprise strategist with over two decades of experience in IT solutions, ERP implementation, and digital transformation. He is the CEO and President of Kation Technologies, one of the Philippines' top Microsoft partners, specializing in Dynamics 365, Microsoft 365, and Azure-powered business solutions.

He holds a Master of Science in Computer Science and a Bachelor of Science degree, both from Ateneo de Manila University. He is a graduate of the Chief Data and AI Officer Programme from the National University of Singapore (NUS) School of Computing. Andoni brings to this course deep technical fluency in enterprise systems with real-world experience leading organizations through technology-driven strategic change.



AARON "A" PALILEO
Co-Founder, CIA Bootleg Manila | ASEAN Director,
Creative Intelligence Associates / The Brand Architect
Group (Tokyo)

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His AI-related training includes certifications in IDEOU's AI x Design Thinking and SectionAI's Generative AI Business Strategy, AI for Strategic Decision Making, Building an AI-First Organization, AI for Marketers, Optimizing Your Team with AI, Intro to AI Prompt Writing, among others.

Aaron brings to this course the strategic lens – ensuring that every AI output is grounded in enterprise strategy, brand thinking, and real-world leadership judgment.



Inspiration-Finding: Unlocking New Opportunities through Psychology & Sociology

How to discover what people truly need, and where your next breakthrough lies.

DATES: August 1, 8, 15, and 22, 2026 / 2-6 PM

PRICE: P25,000 (before VAT)

VENUE: Ateneo De Manila University - Room SOM 402 (Katipunan, QC)



Most businesses rely on surveys, focus groups, and data dashboards to understand their customers. But the richest opportunities don't live in spreadsheets, they live in human behavior, unspoken desires, and cultural undercurrents that traditional research often misses.



Inspiration-Finding: Unlocking New Opportunities through Psychology & Sociology

Inspiration-Finding is a research practice rooted in sociology and psychology that trains you to see what others overlook. This course equips entrepreneurs and executives with the mindset and human-science tools to uncover deep consumer truths, invisible tensions, and emerging needs - the kind that fuel brand reinvention, product innovation, and strategic growth. Using **Bootleg's 4 Layers of Needs** framework alongside hands-on methods in ethnography, observational research, journey mapping, and needs analysis, you'll learn how to read cultural signals, decode behavior, and transform surface-level observations into high-value insight territories that resonate at a deeply human level.

COURSE OUTLINE:

- **The 4 Layers of Customer Needs:** How Innovators Find Customer-Driven Opportunities
- **Sociological Research:** Understanding Customers through Ethnographic Immersion & Observation
- **Psychological Interview Techniques:** Understanding Customers' Deepest Needs, Motivations, and Values
- **Creating Powerful Innovation Objectives:** Transforming Insights into Business Opportunities

MAJOR OUTPUTS & TAKEAWAYS:

- Use sociology and psychology to uncover unmet and unconscious consumer needs
- Master immersive tools like journey mapping, environment scans, and depth interviews
- Apply the 4 Layers of Needs to reframe insights from superficial to strategic
- Identify emerging patterns, cultural tensions, and white-space opportunities for innovation
- Frame your enterprise's next big move with insight-driven clarity and conviction

👉 This is not a lecture course. The workshop is multi-experiential - combining short, focused lectures with in-class exercises and practical worksheets that participants apply directly to their own leadership context and enterprise. You won't just study consumers. You'll learn to truly see them.



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Inspiration-Finding: Unlocking New Opportunities through Psychology & Sociology



DR. JONATHAN ROBERT ILAGAN, PHD, RPSY
Co-Head of Psychology, CIA Bootleg Manila | Clinical Psychologist & Faculty, Ateneo de Manila University

JR is a licensed clinical psychologist and published researcher whose work bridges academic psychology with applied consumer and cultural insight. He holds a PhD and MA in Psychology from Ateneo de Manila University, where he is also a faculty member teaching experimental psychology, culture and psychology, and psychological assessment. He is the Executive Director for People Management and Development at GrayMatters Psychological and Consultancy, Inc., one of the Philippines' recognized psychological service providers.

At CIA Bootleg Manila, JR serves as Co-Head of Psychology, having spearheaded consumer insighting projects across diverse industries — translating psychological research methods into actionable business insights on consumer needs, motivations, and behavior.

He brings to this course the depth of a trained psychologist with the practical lens of a consultant who knows how to turn human understanding into enterprise opportunity.



MARA PATRICIA YUSINGCO, MA, RPSY
Co-Head of Psychology, CIA Bootleg Manila | Clinical Psychologist & Faculty, Ateneo de Manila University

Mara is a licensed psychologist with expertise in qualitative research, psychotherapy, and social behavior change. She holds an MA in Psychology from Ateneo de Manila University, where she is also a faculty member. Her published research includes work on community resilience, collective memory, and marginalized populations — published in international peer-reviewed journals including the Journal of Social Work.

At CIA Bootleg Manila, Mara serves as Co-Head of Psychology, having spearheaded consumer insighting projects that apply rigorous psychological and sociological research methods to uncover deep consumer truths for brands and organizations across diverse industries.

She brings to this course the rigor of an academic researcher with the empathy of a practicing psychologist — a combination that makes her uniquely equipped to teach leaders how to find inspiration in human needs.



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The Creative Mindset & Idea Generation

How to think differently, imagine boldly, and generate ideas that matter.

DATES: September 5, 12, 19, and 26, 2026 / 2-6 PM

PRICE: P25,000 (before VAT)

VENUE: Ateneo De Manila University - Room SOM 402 (Katipunan, QC)



Creativity isn't a gift reserved for "creative types." It's a discipline that can be developed, practiced, and deployed on demand. This course builds the one capability every entrepreneur and executive needs today: the ability to generate powerful ideas under pressure, and shape them into something real.



The Creative Mindset & Idea Generation

Through a mix of mental models, ideation techniques, and experiential tools, participants will develop a Creative Mindset - one that breaks past habitual thinking, challenges assumptions, and opens up new ways of seeing, solving, and creating. You'll learn three powerful frameworks:

- **The I.D.E.A.S. Framework (Invert, Discover, Eliminate, Add, Substitute):** Bootleg's signature ideation system for pushing boundaries and reimagining what's possible.
- **Metaphoring:** A tool for using symbolic thinking and cross-category analogies to spark breakthrough ideas and unexpected connections.
- **Conceptualizing:** Systematic techniques to translate raw ideas into fully-formed concepts and viable solutions.

More than just brainstorming, this course **trains you to think expansively and build rigorously**, ensuring your ideas are not only original, but strategically sound and culturally resonant.

👉 This is not a lecture course. The workshop is multi-experiential—combining short, focused lectures with in-class exercises and practical worksheets that participants apply directly to their own leadership context and enterprise. You won't just learn how to brainstorm. You'll learn how to think.

COURSE OUTLINE:

- The Creative Mindset
- Ideation Fluency: How to Generate Many Ideas
- Ideation Flexibility: How to Generate Unique Ideas
- Conceptualization: From Ideas to Solutions

KEY TAKEAWAYS & OUTPUTS:

- Develop a repeatable Creative Mindset for high-pressure, real-world challenges
- Apply the I.D.E.A.S. Framework to challenge conventions and reframe value
- Use Metaphoring to draw inspiration from nature, culture, and other industries
- Sharpen your ability to move from ideas to concepts—generating solutions that are truly differentiated and effective
- Build confidence as a creative leader, no matter your background or thinking style



The Creative Mindset & Idea Generation

ABOUT THE FACILITATOR



AARON "A" PALILEO

Co-Founder, CIA Bootleg Manila | ASEAN Director, Creative Intelligence Associates / The Brand Architect Group (Tokyo)

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He holds an MBA (double major in Marketing & Entrepreneurship) from the Asian Institute of Management and has completed advanced international courses on Generative AI, design thinking, and strategy.



Crafting Your Brand DNA & Strategic Identity

How to define what your brand truly stands for—and make it unforgettable.

DATES: October 3, 10, 17, and 24, 2026 / 2-6 PM

PRICE: P25,000 (before VAT)

VENUE: Ateneo De Manila University - Room SOM 402 (Katipunan, QC)



A logo isn't a brand. A tagline isn't a strategy. The brands that endure - the ones people love, trust, and choose again and again - are built on something deeper: a clear, emotional, and strategic core that shapes everything the brand says, makes, and does.



Crafting Your Brand DNA & Strategic Identity

This course gives entrepreneurs and leaders the tools to design their Brand DNA and Brand Identity Strategy: the foundational blueprint that sharpens your marketing strategies, aligns your team, and sets the direction for long-term growth. Using frameworks and processes practiced by CIA Bootleg Manila with brands like Serenitea, Autokid, Carmen's Best, Potato Corner, Beach Hut, and AC Health, participants will uncover the internal truths, customer aspirations, and cultural forces that shape a brand's identity.

You'll leave with a clear, compelling, and actionable strategic brand identity—one that doesn't just look good, but drives connection, consistency, and business growth.

COURSE OUTLINE:

- What is a Brand, a Brand DNA, and a Brand Identity Strategy?
- The Various Ways of Finding Your Brand DNA
- Designing the Brand Identity System: Brand Promise, Positioning Strategy, Brand Values, Brand Emotions, and Brand Mission

KEY TAKEAWAYS & OUTPUTS:

- Identify and articulate your unique Brand DNA - the emotional and cultural foundation beneath your brand
- Craft a strategic brand identity strategy that aligns your team, inspires your market, and sharpens your strategy
- Learn and apply the same tools used by successful Filipino and international brands
- Elevate your marketing with a brand story and positioning that is both deeply resonant and clearly differentiating

👉 This is not a lecture course. The workshop is multi-experiential—combining short, focused lectures with in-class exercises and practical worksheets that participants apply directly to their own leadership context and enterprise. You won't just talk about brand strategy. You'll build yours.



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Crafting Your Brand DNA & Strategic Identity

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AARON "A" PALILEO

Co-Founder, CIA Bootleg Manila | ASEAN Director, Creative Intelligence Associates / The Brand Architect Group (Tokyo)

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He holds an MBA (double major in Marketing & Entrepreneurship) from the Asian Institute of Management and has completed advanced international courses on Generative AI, design thinking, and strategy.



Self-Mastery for Leaders

Learning to Think, Feel, Inuit, Communicate, Do, Lead, and Be.

DATES: November 7, 14, 21, and 28, 2026 / 2-6 PM

PRICE: P25,000 (before VAT)

VENUE: Room SOM 402, Ateneo de Manila University (Katipunan, QC)



The biggest catalyst, and the biggest inhibitor, of your enterprise's growth is you. Your character, attitudes, values, capabilities, and drive are the vital elements that determine how you lead teams, make decisions under pressure, pursue innovation, and sustain the energy to build something that lasts. Yet nowhere in the journey of building a business, leading an organization, or scaling social impact does anyone teach you how to master yourself.



Introduction to Self-Mastery

Participants will learn how to recognize thinking patterns in themselves and others, diagnose and respond to team dynamics, and lead high-performing teams that balance logic, structure, empathy, and imagination. Whether you're a founder, CEO, or team lead, this course equips you with tools to lead more humanly and more effectively.

This course on Self Mastery closes that gap. Based on the work of the renowned educator and management guru Dr. Eduardo A. Morató Jr., it is built around seven self-mastery skills he identified as essential to leadership excellence.

Self Mastery is not a destination — it is a lifelong journey. And it begins with understanding yourself: how you think, how you feel, how you decide, how you communicate, and how you lead. This course is designed for entrepreneurs, executives, and professionals who want to unlock the full range of their human capability — and use that knowledge to perform, relate, and lead at a higher level.

Throughout the course, participants will discover more about themselves as each of the seven skills is explored through real-world examples, guided exercises, and practical techniques — all designed to be applied not just in the classroom, but in the daily practice of leading, deciding, and building.

COURSE OUTLINE:

- **Learning to THINK**
How you analyze, reason, and make sense of complexity
- **Learning to INTUIT**
How you read situations, trust your gut, and decide when data isn't enough
- **Learning to FEEL**
How you manage your emotions and understand the emotions of others
- **Learning to DO**
How you execute, build discipline, and turn intention into action
- **Learning to COMMUNICATE**
How you persuade, listen, and build trust through words
- **Learning to LEAD**
How you inspire, align, and move people toward a shared vision
- **Learning to BE**
How you integrate all dimensions of yourself into a whole, purposeful life

MAJOR OUTPUTS & TAKEAWAYS:

- A clear understanding of your own thinking style, emotional profile, and leadership strengths
- Intuition development techniques used by senior leaders in high-stakes decision-making
- Communication skills grounded in logic, credibility, and emotional rapport
- A personal leadership philosophy informed by adaptive, transformational, and inspirational leadership models
- A deeper, more expansive sense of who you are — and who you are becoming

👉 This is not a lecture course. The workshop is multi-experiential: combining short, focused lectures with in-class exercises, self-assessments, and practical worksheets that participants apply directly to their own leadership context and enterprise. You won't just learn about yourself. You'll discover yourself.



Introduction to Self-Mastery



MARIANNE "MAAN" DELA CRUZ SICAM
CEO & Co-Founder, Happy Helpers |
Director, SAPSE | Fellow, CIA Bootleg Manila

Marianne "Maan" Dela Cruz Sicam is the CEO and co-founder of Happy Helpers (Masasayang Nanay Home Services Corp.), a mission-driven home services enterprise that advances women's economic agency and dignified care work. She is a Director of SAPSE (Society for the Advancement of Professional Social Entrepreneurship) and has been a lecturer at the Ateneo Graduate School of Business since 2021, teaching in the Master in Entrepreneurship's Social Enterprise Development Track.

For over a decade, Maan has built and led an impact-driven enterprise creating meaningful work opportunities for women — particularly mothers from underprivileged communities — while designing training, leadership, and life coaching programs informed by her lived experience of motherhood and care work. She also serves as a Senior Fellow of the Bayan Family of Foundations and a Fellow of CIA Bootleg Manila, contributing to training, research, and brand analysis development.

Before founding Happy Helpers, she built a strong foundation in the FMCG industry through roles at Unilever Philippines and Mead Johnson Philippines, and has delivered training programs for local and multinational companies in trade marketing, key account management, and negotiations.

She holds a Master in Entrepreneurship from the Ateneo Graduate School of Business, where she graduated as Gold Medalist, and a Bachelor of Science in Management Engineering from Ateneo de Manila University. She is based in the Philippines and has lived in the United Kingdom and Brazil.



RODMARK RUSCHI "RODMARK" S. BARRIGA
CEO & Co-Founder, Palamigan Co. | President,
SAPSE (Society for the Advancement of
Professional Social Entrepreneurship) | Fellow,
CIA Bootleg Manila

Rodmark Ruschi S. Barriga is the co-founder and CEO of Palamigan Co., a social enterprise that delivers low-cost cooling technology and a scalable micro-entrepreneurship model to underserved communities across the Philippines, benefiting over one million Filipinos to date.

Rodmark is the President of SAPSE, the Philippines' leading nonprofit network dedicated to unifying and advancing the social enterprise ecosystem at the national level. In this role, he spearheads the development of the National Social Enterprise Development Roadmap and champions policy advocacy for social enterprises, the social and solidarity economy (SSE), and social innovation across the country.

He is an Adjunct Professor at the Ateneo Graduate School of Business, where he teaches in the Master in Entrepreneurship, Social Enterprise Development Track using the case method. He is also a Senior Fellow of the Bayan Family of Foundations and a Fellow of CIA Bootleg Manila, where he serves as a resource speaker and mentor for entrepreneurship, innovation, and creativity programs. He sits on the board of Project: Steady Asia, the mental health and wellness advocacy initiative of RockEd Philippines.

Rodmark holds a Master in Entrepreneurship (Social Enterprise Development) from the Ateneo Graduate School of Business and a Bachelor of Secondary Education in Biology from the University of the Philippines – Diliman.



JANINE "NIN" MIKAELLA CHIONG
Co-Founder and General Manager,
Habi Lifestyle | Co-founder, Roots
Collective | Fellow, CIA Bootleg
Manila | Instructor, Ateneo de
Manila University

Janine Mikaella Chiong is the General Manager and Co-founder of Habi Footwear and Lifestyle, a social enterprise centered on green and circular design. Habi offers fashion and lifestyle products made with upcycled and locally sourced materials that are designed and created in collaboration with communities from all over the Philippines.

She has also represented Habi in international conferences and competitions including the BiD Network Growing SME's in the Netherlands and the YSEALI Fellowship in the US among others.

Aside from Habi, Janine is a co-founder of Roots Collective, a support hub for local entrepreneurs, a part-time instructor at the Ateneo de Manila University and works with Bayan Academy and CIA Bootleg Agency as a management consultant.

She holds a Bachelor of Science in Management from the Ateneo de Manila University and a Masters in Social Enterprise Development from the Ateneo Graduate School of Business.

ABOUT THE FACILITATORS

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Introduction to Self-Mastery



PATRICIA “TRISH” CORAZON LIM FRANCIA
CEO & Co-Founder, Woven | Adjunct Professor, Ateneo Graduate School of Business

Patricia Corazon Lim Francia is the co-founder and Chief Executive Officer of Woven, a social enterprise that designs traditional Filipino handicrafts for modern living. Through Woven, she works closely with artisan communities across the Philippines, creating sustainable livelihood opportunities for weavers, embroiderers, and sewers while preserving local craft traditions.

Patricia has a background in marketing and storytelling, having worked as a copywriter and creative consultant for various advertising agencies. She previously served as Editor-in-Chief of Lifestyle Network Global under ABS-CBN, where she led content across lifestyle verticals including travel, food, and home. Alongside her work in Woven, she continues to collaborate with nonprofit organizations as a mentor, researcher and writer, producing case studies and development-focused content for social enterprises, foundations, and academic institutions.

She is an Adjunct Professor at the Ateneo Graduate School of Business, where she teaches in the Master in Entrepreneurship – Social Enterprise Development program. She is also a Fellow of CIA Bootleg Manila, contributing to research, strategy, and innovation initiatives.

Patricia holds a Master in Entrepreneurship (Social Enterprise Development) from the Ateneo Graduate School of Business and a Bachelor of Science in Management from the Ateneo de Manila University. She co-authored the guidebook *How to Manage a Business that Does Good*, published by Bayan Academy, and produced the podcast *Why She Works* under The Spark Project, which explores the stories of women doing meaningful work.

ABOUT THE FACILITATORS



TAL DE GUZMAN
Founder & CEO, Risqué Designs | Educator, Ateneo de Manila University & De La Salle–College of Saint Benilde | Facilitator & Consultant, Workshops by Tal | Fellow, CIA Bootleg

Tal de Guzman is the founder and CEO of Risqué Designs, a footwear and design enterprise rooted in cultural storytelling, material innovation, and sustainable production. With over a decade of experience in design, manufacturing, and social enterprise, she has built and led initiatives that bridge traditional craftsmanship with contemporary product development, working closely with artisans, communities, and industry partners across the Philippines.

She is a faculty member at Ateneo de Manila University and De La Salle–College of Saint Benilde, where she teaches entrepreneurship, design, product and startup development. She is also a trainer and module developer for national and international programs, working with MSMEs, youth, and development organizations on innovation, creativity, and future-ready skills.

Tal has facilitated workshops, talks, and mentorship programs for corporations, government agencies, foundations, and international organizations, supporting capacity-building and enterprise development.

She holds a Master’s degree in Entrepreneurship (Social Enterprise track) from the Ateneo Graduate School of Business, where she graduated with honors, and has pursued further training in design, craftsmanship, and innovation across local and international institutions.



Designing Your Brand Experience: Beyond the 4Ps of Marketing

How to translate your brand's promise into immersive customer experiences

DATES: TBA

PRICE: P25,000 (before VAT)

VENUE: Ateneo De Manila University - Room SOM 402 (Katipunan, QC)



Product. Price. Place. Promotion. For decades, the 4Ps defined how businesses went to market. But today's customers don't just buy products, they choose experiences. They remember how a brand made them feel, how a space looked, how a team member treated them, how every detail either reinforced or contradicted the brand's promise. In a world of fragmented attention and rising expectations, the 4Ps are no longer enough.



Designing Your Brand Experience: Beyond the 4Ps of Marketing

This course equips entrepreneurs and leaders to design a holistic brand experience across five dimensions: Product, Service, Environment, Interaction, and People.

Using the same frameworks and creative tools developed by CIA Bootleg Manila in building experience strategies for leading Filipino brands like Serenitea, Autokid, Carmen's Best, Potato Corner, and Beach Hut - alongside international best practices drawn from some of the world's greatest brands - you'll learn how to translate your brand's positioning into something customers can see, feel, and remember at every touchpoint.

COURSE OUTLINE:

- **Brand Experience Overview:** Strategic vs. Tactical Branding
- **The Need for a Modern Marketing Mix:** Beyond the 4Ps of Marketing
- **The Brand Experience Framework:** Product Philosophy, Synchronized Services, Environments, Interactions, and Collaborators

KEY TAKEAWAYS & OUTPUTS:

- Understand why the 4Ps of marketing are no longer sufficient - and what has replaced them
- Learn a new framework for designing branded experiences across all customer touchpoints
- Translate your existing brand and marketing strategies into action across product, service, environment, interaction, and people
- Create a **Brand Experience Blueprint** that aligns internal teams and inspires customers
- Design for emotion, behavior, and brand loyalty - not just awareness

👉 This is not a lecture course. The workshop is multi-experiential - combining short, focused lectures with in-class exercises and practical worksheets that participants apply directly to their own leadership context and enterprise. You won't just rethink marketing. You'll redesign the experience.



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ABOUT THE FACILITATOR



AARON "A" PALILEO

Co-Founder, CIA Bootleg Manila | ASEAN Director, Creative Intelligence Associates / The Brand Architect Group (Tokyo)

Aaron "A" Palileo is the co-founder of CIA Bootleg Manila, a brand and innovation consulting firm with headquarters in Manila and Tokyo. He is the Program Director of Ateneo Business Resource Center and CIA Bootleg's THE INNOVATORS ACADEMY and has been a lecturer at Ateneo de Manila University and Ateneo Graduate School of Business since 2009. He is a certified faculty member of the Creative Education Foundation, the world's oldest institution dedicated to creativity and innovation.

Aaron has consulted on strategy and research for over 90 companies across diverse industries and has facilitated brand, creativity, and innovation workshops for multinationals, top Filipino companies, and high-growth organizations. He is the author of books on creativity, innovation, and entrepreneurship.

He holds an MBA (double major in Marketing & Entrepreneurship) from the Asian Institute of Management and has completed advanced international courses on Generative AI, design thinking, and strategy.