



**INNOVATORS
ACADEMY**

EXECUTIVE MASTERCLASS SERIES



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





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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.



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4

**Facilitators subject to change without prior notice*