



**INNOVATORS  
ACADEMY**

EXECUTIVE MASTERCLASS SERIES



# The Innovative Leader

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*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.

