



**INNOVATORS
ACADEMY**

EXECUTIVE MASTERCLASS SERIES



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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ABOUT THE FACILITATORS



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.



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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**Facilitators subject to change without prior notice*