Foundations of Creative Leadership Online Program
Core Leadership Practices for Building Creative & Innovative Organizations

Program Starts January 11, 2021
Foundations of Creative Leadership
Online Program

Core Leadership Practices for building Creative & Innovative Organizations

OVERVIEW
Organizational Creativity is a competitive edge for businesses that seek to develop new markets, disrupt existing ones, and deliver out-of-the-box solutions to persistent challenges. Many organizations are quick to adopt tools for "managing" Innovation as a process. Yet Innovation is incomplete without Creativity. Indeed, Innovation is the OUTPUT of Creativity. It is the visible outcome of the exceptional talent, culture and leadership of Creative Organizations.

This is why "Creativity" is now the most in-demand soft skill on LinkedIn as companies race to acquire top creative talent. This growing demand for "Creativity Inside" yields new challenges for business leaders who must cope with the powerful yet disruptive nature of creative people.

The Foundations of Creative Leadership Program will give leaders the knowledge, skills and insights that will help them design organizations, business models and company cultures that attract, nurture and retain the very best creative talent who in turn are the lifeblood of game changing innovation.

PROGRAM ObjectIVES
The program will be delivered in 3 core modules with the following learning objectives:

- Creativity as a Source of Value: This is a comprehensive introduction to creativity as a source of added value and its role as a driver of business growth and growing the Creative Economy.
- Creativity & Innovation in a Shifting World: This module examines how companies are redesigning their organizations, ways of working and business models to harness the power of Creativity and drive Innovation as the world undergoes drastic paradigm shifts in thinking, working and living.
- Managing Your Creative Capital: This module presents an organizing framework and best practice for leading and managing creative talent and ideas. It will cover emerging trends in managing "Invisible Work".

WHAT YOU WILL LEARN
- Creativity in Business and Creative Economy
- Creative Leader vs. Leader of Creativity
- Creative Ecologies: Contexts & Systems That Nourish Creativity
- Creative Added Value: Howkins Four Circles Model
- Creativity & Innovation: Synergies of Principles & Practices
- Creative Leadership in a Shifting World
- Creative Workflows: How to Manage Creative Work Effectively
- Attracting, Nurturing and Managing Creative Talent
- Intellectual Property: Creating, Managing and Monetizing Ideas
- Contracts, Negotiation & Agency Theory
- Building Creative Culture: Best Practice from the World’s Most Creative Companies
- Creative Communities: Building Creative Neighborhoods, Communities and Cities for Sustainable Development

KEY BENEFITS
Participants will gain increased understanding of the fundamental principles of creative leadership and practical skills that help maximize the value of Creativity in their organizations.

WHO SHOULD ATTEND
Participants will be leaders who value creativity and innovation; entrepreneurs who want insights into creativity as a source of business development and growth; executives at the crossroads of creativity and innovation; innovation managers who want to know more about creativity, government and public officials whose responsibilities include creative policy and business. This program is not limited to creative industries only.

FOR INQUERIES:
School of Executive Education and Lifelong Learning, Asian Institute of Management
Eugenio Lopez Foundation Building, Jose R. McFicking Campus
123 Paseo de Roxas, Makati City Philippines 1229
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PROGRAM SCHEDULE
January 11 - April 9, 2021
5:00 PM to 8:00 PM (GMT+08) on all dates

Module 1: Creativity as a Source of Value
January 11, 13, 18, 20, 25, 27, 2021
January 29, 2021: Module Capstone

Module 2: Creativity & Innovation in a Shifting World
February 15, 17, 22, 24, 2021
March 1, 3, 2021
March 5, 2021: Module Capstone

Module 3: Managing Creative Talent
March 15, 17, 22, 24, 2021
April 5, 7, 2021
April 9, 2021: Module Capstone

PROGRAM FORMAT
Delivered online via live virtual interactive sessions in Zoom

PROGRAM FEE
PHP 250,000.00 or USD 5,000.00 (Full program)
PHP 85,000.00 or USD 1,700.00 (Per module)
*USD 1 = PHP 50.00

YOUR PROGRAM FACULTY

Professor John Howkins
Creative Economy
Global Thought Leader & Best-Selling Author

Paolo Mercado
President, Creative Economy Council of the Philippines
MBA, Berlin School of Creative Leadership

To find out how you can participate, contact us at SEELL@aim.edu or visit https://go.aim.edu/seellinquiries
Download our latest program calendar at https://go.aim.edu/seellprogramcalendar
Learning Content
The Foundations of Creative Leadership Program has 3 Modules running from January 11 to April 9, 2021. Participants are encouraged to take all 3 modules as content builds & deepens with each successive module. Students will participate in 20 hours of virtual classes for each module (60 hours total), with readings and assignments required in between.

I. Creativity as a Source of Value
- January 11 & 13: Creativity in Business
- January 18 & 20: Creative Ecologies
- January 25 & 27: Self Management
- January 29: Crafting Your Value Proposition

II. Innovation & Creativity in a Shifting World
- February 15 & 17: Light Touch Economy
- February 22 & 24: Distributed Teams & Flexible Work
- March 1 & 3: Changing Skill Sets, Values & Habit
- March 5: Re-Designing Your Business

III. Managing Your Creative Capital
- March 15 & 17: Managing “Invisible Work”
- March 22 & 24: Leading & Managing Creativity
- March 22 & 24: Changing Skill Sets, Values & Habit
- April 5 & 7: Recruitment, Assessment & Reward Communications: Framing, Naming, Defining, Describing IP Contracts & Negotiations
- April 9: Growing Your Creative Capital

After completing the Fundamentals of Creative Leadership Program, students may opt to take 2 more units (40 hours) of additional Creative Leadership courses to qualify for the AIM Post-Graduate Certificate in Creative Leadership.

The following are some of the AIM Creative Leadership courses that will be offered soon:
- The Creative Leader: Archetypes, Models and Myths
- Building Creative Culture: Best Practice from the World’s Most Creative Companies
- Creative Workflows: Creative Problem Solving, Design Thinking & Agile
- Creative Ecologies: Understanding Environments, Contexts & Systems That Nourish Creativity
- Creative Communities: Building Creative Neighborhoods, Communities and Cities for Sustainable Development
- IP Eco-Systems: Creating, Managing and Monetizing Ideas
- Contracts, Negotiation & Agency Theory

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Your Program Faculty

**John Howkins**
Creative Economy Global Thought Leader & Best-Selling Author
Visiting Professor, City University, London, England
Former Vice Dean and Visiting Professor, the Shanghai School of Creativity, Shanghai Theatre Academy, China
Professor Howkins first published his ideas on creativity and innovation in ‘The Creative Economy’ in 2001, revised 2013. His most recent books are "Creative Ecologies: Where Thinking is a Proper Job" and "Invisible Work: The Hidden Ingredient of True Creativity, Purpose and Power".

Prior to becoming a global thought leader on Creative Economy, John’s business career has been spent in TV, film, digital media and publishing. He was associated with HBO and Time Warner from 1982 to 1996 with responsibilities for TV and broadcast businesses in Europe. He is a former Chairman of CREATEC, Tornado and BOP Consulting.

He was the Founder and Director of the Adelphi Charter on Creativity, Innovation and Intellectual Property. He devised the London Intellectual Property Advisory Service now called Own It. He is Deputy Chairman of the British Screen Advisory Council (BSAC). He is a Member of the United Nations UNDP Advisory Committee on the Creative Economy and a Council Member of the UK Arts and Humanities research Council (AHRC). He is a former Chairman of the London Film School and is a former Executive Director of the International Institute of Communications (IIC).

His other books include: ‘Understanding Television’; ‘Communications in China’; ‘New Technologies, New Policies’; ‘Four Global Scenarios for Information’; 'CODE'

**Paolo Mercado**
Founder & President, Creative Economy Council of the Philippines
MBA Berlin School of Creative Leadership, Steinbeis University
Program Director & Adjunct Faculty, AIM Creative Leadership Program

Paolo Mercado is the founding president of the Creative Economy Council of the Philippines, a think tank group that is advocating for the recognition of creative industries as the country’s next economic growth driver. The CECCP works closely with creative industries, government agencies and academe to drive a creative economy roadmap including policy, creative industries mapping & incentives, creative cities & clusters, creative tourism, and creative education.

Paolo is a seasoned international marketing & advertising leader with close to 25 years of experience in the field. Paolo spent 12 years with Nestle, first at the Nestle Head Office in Switzerland as Global Manager for Communication and Consumer Insight. He progressed quickly to become SVP Head of Marketing & Consumer Communications for Nestle China and after that as SVP Head of Marketing, Communication and Innovation for Nestle Philippines.

Prior to Nestle, Paolo worked in advertising for more than 12 years. He worked at the Publicis head office in Paris where he first served as International Brand Director and then later as Deputy Worldwide Account Director. He first started as a consumer and audience insight manager in Basic Advertising, and moved up to Head of Strategic Planning, then COO and Managing Director for Publicis in the Philippines.

Paolo graduated Magna cum Laude with a degree in Psychology from the Ateneo de Manila University. Paolo is the first Filipino to graduate from the Berlin School of Creative Leadership executive MBA program where he graduated valedictorian in 2017 for his thesis on creative economy.