



What If?

...you're a creative genius and you just forgot?

A unique playshop for entrepreneurs who want to rediscover the mindset that built their companies.

Entrepreneurs don't lose their creativity. They slowly and quietly trade it for responsibility.

More employees. More pressure. More expectations. More impostor syndrome. The founder who once saw endless possibility now spends most of their time fighting fires instead of imagining new futures.

But the scientific truth is this: **Creativity is not a talent reserved for artists. It's a mindset that unlocks possibility.**

Research shows that 98% of five-year-olds test as creative geniuses while only about 2% of us still do as adults.

We're all born with extraordinary creative capacity. We simply forget how to access it.

This interactive playshop helps entrepreneurs reconnect with that mindset so they can unlock better ideas, new pathways, and renewed energy for leadership and life.

In this playshop you will learn the What If? S.P.A.C.E. for Creative Thinking.

This framework helps leaders create environments where creativity naturally emerges.



“Creativity isn’t something we learn.

It’s something we forget,
and it’s time to reclaim it.”

Who needs this more than ever?

- Entrepreneurs, Leadership teams, Forum groups, Boards and councils.
- Anyone dealing with strategic pivots, growth stagnation, life transitions or plateaus, innovation challenges or facing AI disruptions.

Members will rediscover how to...

- Unlock new thinking when they feel stuck
- Generate better ideas faster
- Turn uncertainty into opportunity
- Imagine new possibilities in the age of AI
- Reignite the curiosity that fuels innovation
- Lead teams with greater creativity

Everyone will leave with...

- A practical framework for creative thinking
- Specific techniques for generating breakthrough ideas individually or in groups
- Tools for leading more innovative teams
- A daily practice and prompt that strengthens creativity over time

Playshops & Keynotes

“Reawaken & Reclaim” Playshop

Formats: 60-90 min or 3-4 Hour | In-Person

These fun and engaging interactive “playshops” are designed to reveal and reawaken the potential of founder level curiosity and have the participants reclaim the dormant creative genius within. Integrating science-backed insights into the neuro & social science of creativity with the What If? SPACE system, each playshop introduces multiple tools for individual & team creative habit building practices for lasting benefit.

“Reveal” Keynote Talk

Format: 20-60 Min | In-Person/Virtual

This thought provoking and interactive “TED” style talk is designed to inspire creative curiosity around the idea that each of us is already a creative genius, and we’ve only forgotten how to access this over time. Attendees will be introduced to the benefits and practices of creative thinking as we all dive into the disruptive age of AI.

(...or let’s imagine something new!)

Aaron Lee is a creative leader, strategic growth coach, and entrepreneur with over 35 years of experience helping leadership teams grow with clarity and purpose. He is the founder of SIXQ, and Chairman of the Board at Mirth and Mischief Productions, an immersive fantasy entertainment company. Aaron is also a long-time member and global leader in the Entrepreneurs’ Organization and speaks often on growth, leadership, and creative transformation.

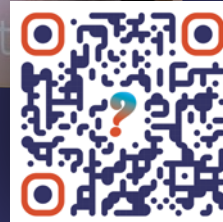


Let’s Create an Unforgettable Experience Together!



Learn more about **Aaron Lee**
and the **What if? S.P.A.C.E**
System at: whatifis.com

Scan here to **book a call with Aaron**



Previous Appearances, Interviews and Speaking at:

