



**Jonathan Weinberger**  
General Motors

## **Creativity & Innovation:** Strategies & Techniques to Encourage Employee Creativity and Innovation

### **ENHANCE YOUR CREATIVITY & INNOVATION SKILLS FOR THE FUTURE.**

**General Motors' Chief Advocate for Advanced Technology Policy, Jonathan Weinberger,** presents "Strategies & Techniques to Encourage Employee Creativity and Innovation."

#### **Learning Outcomes:**

- Explore lessons learned throughout a career defined by championing breakthrough solutions and innovations to tackle some of the world's most pressing transportation challenges.
- Learn how to channel passion for the job to reach success, and explore the importance of including the passion factor in your organization's vision, mission, and culture.
- Discuss the importance of trusting personal intuition (to create and innovate) and incorporating that in organizational strategy and planning, namely in vision and mission.
- Identify the importance of efficiently managing time and deadlines to enhance performance and productivity.

### **At A Glance**

<b>Leader Level</b>	HR Professionals
<b>Date</b>	June 28, 2022
<b>Length</b>	2 Hours, 11am-1pm ET
<b>Format</b>	Zoom, Live & Interactive
<b>Takeaways</b>	HR Certificate in Ethics, Innovation & Inclusive Leadership



HR Re-Certification Credits

The use of HRCI's official seal confirms that all the Webinars in AFEE's Signature Program have met HR Certification Institute's® (HRCI®) criteria for recertification credit pre approval. AFEE is also recognized by SHRM to offer Professional Development Credits (PDCs) for SHRM-CP® or SHRM-SCP® recertification activities.

## **An Online Program Hyper-Focused on Ethics, Innovation & Inclusive Leadership**



# ABOUT THIS WEBINAR

## Creativity and Innovation: Strategies & Techniques to Encourage Employee Creativity and Innovation

Weinberger advocates for domestic and international policies to advance GM's vision of a world with zero crashes, zero emissions, and zero congestion. This profound transformation requires world-class technology solutions to change the way people and goods move across the globe. To achieve these goals, Weinberger relies on lessons learned throughout a career defined by championing breakthrough solutions and innovations to tackle some of the world's most pressing transportation challenges. Some of these include:

- Passion is 100% required for success: If you find work that is not only rewarding but also personally satisfying, then success will be in sight.
- Trust your intuition: The voice in our head is often the most important one. Listen to it and don't let other people's opinions drown out the courage to follow your heart and intuition.
- Time is not always on your side: If you want to become more productive, try cutting your delivery deadlines in half—chances are you will get what needs to be done and be surprised at how well you did it.

### Learning Outcomes

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# ABOUT JONATHAN WEINBERGER

Jonathan Weinberger is an executive at General Motors where he serves as the Chief Advocate for Global Transportation Technology. In this role, Weinberger advocates for domestic and international policies to advance GM's vision of a world with zero crashes, zero emissions, and zero congestion. He also serves as a primary policy resource in GM on emerging technology issues.



Jonathan brings a wealth of knowledge, including his most recent role as Executive Vice President of the Global Innovation Policy Center with the U.S. Chamber of Commerce, where he worked with Intellectual Property-intensive industries. Prior to his work with the Chamber, Jonathan served as the founding VP of Technology and Innovation at the Alliance of Automobile Manufacturers. Jonathan previously held leadership positions in venture capital and served as Associate General Counsel and Executive Secretary to the White House Office of the U.S. Trade Representative. He also served as Executive Secretary of the U.S. Treasury Department. Jonathan received his Bachelors Degree in International Affairs and Italian from The Johns Hopkins University, an M.A. in Foreign Policy from George Washington University, a J.D. from American University and his LL.M in International Finance and National Security Law from Georgetown University. He lives in Nashville, TN with his wife, Morgan Ortagus and their daughter Adina and dog Ozzie.

## Why Choose AFEE's Signature Program?

**Our network is your network.** When you enroll in AFEE's Program on Leadership, you gain access to leading business and academic experts from different Ivy League universities and corporations from the United States and abroad.

**Learn skills that translate to the real-world.** We're focused on sharing real-world resources and practices that you can directly apply to your business or organization.

**Earn an HR Certificate in Ethics, Innovation, and Inclusive Leadership.** Upon successful completion of the program, participants can demonstrate their expertise and boost their resume with our Certificate in Ethics, Innovation, and Inclusive Leadership. Up to eight HR Re-Certification Business Credits are also available.

# Live, Online & Interactive

An interactive learning journey that includes live online intensive experience and a network that lasts a lifetime.



## ENGAGE

**Our online learning experience** is interactive and allows plenty of opportunity for breakout rooms, Q&A and discussion.

## APPLY

**Our speakers will provide tangible tools** to take your skills to the next level. For an optimal experience, participants are encouraged to complete a learning assessment at the conclusion of the program, a pre-requisite to receive Continuing Education Units.

## NETWORK

**Following the live learning experience**, participants will join our International Community of Leaders Club, a global network of business leaders and AFEE alumni. Participants are also invited to join AFEE's subsidiary, the **International Foundation for Women's Empowerment (IFWE)**.



## About the American Foundation for Educational Excellence

The American Foundation for Educational Excellence (AFEE) is a United States-based organization whose mission is to help corporations, organizations and educational institutions pursue excellence. AFEE seeks to improve leadership skills, managerial competencies and educational programs, namely through face-to-face and online trainings. AFEE is headquartered in Virginia, USA, where it has developed professional working relationships with global government and business leaders, and some of the best professors from Ivy League universities.




**Nada M. Salem**  
President/CEO

**AFEE's President and CEO, Nada M. Salem**, is a passionate educator with extensive experience in leading academic institutions in the United States and abroad. She co-created and co-taught a methods course for teachers at GW Graduate School of Education. Ms. Salem holds a teaching diploma, a master's degree in education, and has successfully completed courses towards a doctorate in curriculum and instruction. Additionally, she holds an Executive Certificate in Public Leadership from Harvard University. Ms. Salem formerly served as an administrative director and Assessment of Learning Coordinator for AACSB Accreditation at the GW School of Business. In September 2019, Ms. Salem was selected as a WOMAN LEADER by the University of Maryland's Kahlil Gibran Chair for Values and Peace. She is a member of the Marquis WHO'S WHO® list of Top Executives and prominent business professionals.

## Register for Our Program

Let us take you to the future of business. Email us at [info@foundationforeducation.org](mailto:info@foundationforeducation.org) or call +1-202-445-5777.

 <https://foundationforeducation.org/leadership622/>

