

JOANNE HELFRICH
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SUMMARY

Writer, artist, information designer, communicator, and teacher dedicated to helping individuals and organizations realize their fullest potential. Able to see the big picture and communicate, gain consensus, and realize shared vision. Producer of integrated media including websites, programs, exhibits, events, and print.

EXPERIENCE

Customer Outreach & Transition Planning, Lockheed Martin – March 2010 to November 2013. Ensure successful technology communications for the Jet Propulsion Laboratory (JPL), helped transform organization into a profitable one.

- Developed and produced governance, communications, web sites, and events.
- Ensured clear understanding of technical info for users of desktop applications.
- Organized and build assets to make processes easy, efficient, and automated. Instrumental in achieving ISO2000 Certification.

Media Strategist/Designer, Lockheed Martin – October 1988 to March 2010.

Develop marketing and customer-oriented promotions and culture change initiatives.

- Designed many of Lockheed Martin's external and internal web sites.
- Served as creative director for *Ideas Take Flight* information security campaign, which produced 160,000 brochures and 18,000 posters in seven designs and two languages. The brochure design was used by our customer, Nike.
- Designed and produced *CyberCafe*, a touring technology exhibit.
- Wrote and developed the *EIS Challenge*, a board game to build understanding of the company's organizational model and associated behaviors.
- Designed and facilitated *MacMagic*, a self-study program to raise awareness of corporate style standards and build presentation skills.
- Created *AutoAMR*, a user-friendly database for annual management review that resulted in a 1-person-year productivity gain.
- Organized the company's first web developers, initiating the Lockheed Martin Web Authors Guild and centralized funding for web programs.
- Designed and produced executive-level PowerPoint presentations.

Principal, NewWorldView – December 1998 to present. Provide adult education, events, and promotional media.

- Provide adult education on the nature of consciousness and human potentials via online training, conferences, and events.
- Co-produced *The Adventure Zone* hands-on exhibits on the nature of perception.

EDUCATION

- B.A., Magna Cum Laude, Radio-Television-Film, Temple University, Philadelphia, PA
- Spiral Dynamics Integral I & II Natural Designs, Santa Barbara, CA (February 2003); Integral III Personal Emergence, Boulder, CO (November 2003)

PROFESSIONAL ORGANIZATIONS

- Institute of Noetic Sciences (IONS)
- Spiral Dynamics Integral (SDi)
- Integral Institute (II)

SPEAKING ENGAGEMENTS

- *Your Hero's Journey: Discover Your Passion, Live Your Bliss* – May 2009
Colorado Seth Conference, Colorado Springs, CO
- *Spiral Dynamics Workshop* – October 2007 Lockheed Martin Mission Critical Enterprise Systems Symposium, Orlando, FL
- *Spiral Dynamics: A Tool for Personal and Cultural Transformation* – May 2007
Colorado Seth Conference, Colorado Springs, CO
- *Unlocking Human Codes: Introduction to Spiral Dynamics* – October 2006
Lockheed Martin Mission Critical Enterprise Systems Symposium, Orlando, FL
- *Emerging New World Ethics* – October 2001 Conference, New Haven, CT

BOOKS

- *The Way of Spirit: Teachings of Rose*
- *The Afterlife of J.D. Salinger: A Beautiful Message from Beyond*

MANAGER AND COWORKER FEEDBACK

"Joanne is a visionary thinker who is always looking at the big picture and always in search of a better way to do things. At the same time, she is very pragmatic and realistic, and does not hesitate to delve into the nitty gritty detail required to resolve problems and get the job done."

"Joanne is open-minded and very adept at considering the feedback and suggestions of others, helping the group move toward consensus, and forging a solution that meets everyone's needs."

"As a senior staff member of this team, Joanne is universally valued as a visionary partner who plays a major role in formulating departmental direction and driving key project implementations."

"Queen of the Intangibles."