

## COACHING \ CONCEPTS \ STORIES

## COACHING OF INDIVIDUALS AND TEAMS IN CREATIVE PROCESSES

to discover, develop and realise ideas and innovations for people and organisations  
to discover and develop individual profiles, positionings and presentations

## CONCEPTION AND FACILITATION

of creative workshops  
of team-building measures

## STRATEGIC CONSULTING AND CONCEPTION

of branding strategies  
of communication strategies and measures

## CREATION

of texts, visuals, talks, experiences  
of new communication formats, media, platforms

## EXPERIENCE

## SINCE MAY 2016

LIVING \ WORKING \ EXPLORING AROUND THE WORLD

BEIJING, CHINA (July)

[www.thedoschool.org](http://www.thedoschool.org)

“Cultural Entrepreneurship Challenge Lab” \ 3-week workshop facilitation  
for The DO School in cooperation with x-lab Tsinghua University, Beijing

RWANDA (May – June)

Secondary School Groupe Scolaire Saint Jérôme, Janja \ voluntary teacher  
Artisans de la Paix (APAX) + Rwanda Kolping Society \ voluntary reporter

## SINCE JANUARY 2010

CREATIVE COACH \ COMMUNICATION CONSULTANT \ AUTHOR  
freelancer

[www.helenahenneken.com](http://www.helenahenneken.com)

## JANUARY 2009 – DECEMBER 2009

SABBATICAL

[www.tarayanafoundation.org](http://www.tarayanafoundation.org)

world trip: Asia, Australia, South America

Tarayana Foundation, Bhutan \ voluntary communication consultant

## MAY 2006 – DECEMBER 2008

EVENTLABS GMBH \ now: NEST ONE GMBH, HAMBURG

[www.nest-one.com](http://www.nest-one.com)

head of strategy + concept \ January 2008 – December 2008

conceptual designer + project manager \ May 2006 – December 2007

## DECEMBER 2005 – APRIL 2006

PETER SCHMIDT GROUP GMBH, HAMBURG

[www.peter-schmidt-group.de](http://www.peter-schmidt-group.de)

brand consultant + project manager

## APRIL 2004 – NOVEMBER 2005

ENTERPRISE IG GMBH \ now: THE BRAND UNION GMBH, HAMBURG

[www.thebrandunion.com](http://www.thebrandunion.com)

junior consultant

## REFERENCES (selection)

AGENCIES The Brand Union, Brands Alive, CE+Co, Metadesign, Mutabor Design, Nest One, Peter Schmidt Group, Triad \ ASSOCIATIONS ADC Germany, Berliner Kommunikationsforum, The DO School at x-lab Tsinghua University Beijing, Körber-Stiftung, Projekt Yoga, Tarayana Foundation \ AUTOMOBILE Audi, BMW, Continental, Mercedes-Benz, Mini, Volkswagen \ CHEMICAL INDUSTRY Clariant \ COMMUNICATION E-Plus, o2, Telekom \ COSMETICS Guhl, ITC Limited India, Nivea, Procter & Gamble Japan \ FASHION Adidas, s.Oliver \ FOOD + DRINKS The Coca-Cola Company, Glacéau vitaminwater, Mars Inc., Unilever \ LOGISTICS Kühne + Nagel \ MEDIA Bertelsmann, Carlsen Verlag, Gruner + Jahr, MairDumont, STARnetONE, ZDF \ TECHNOLOGY Bechtle direct, Philips, Visionstage \ TRAVEL TUI, TUI Cruises

## EDUCATION

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2012	CERTIFIED SYSTEMIC COACH die coachingakademie, Hamburg	<a href="http://www.die-coaching-akademie.de">www.die-coaching-akademie.de</a>
2004	DIPLOMA IN COMMUNICATION (distinction) Berlin University of Arts course: communication in social and economic contexts major in: strategic planning + audio-visual communication	<a href="http://www.udk-berlin.de">www.udk-berlin.de</a>
LANGUAGES German: native \ English: fluent \ Spanish: advanced \ French: basic Farsi: beginner \ Russian: beginner		

## PUBLICATIONS (selection)

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2014	THEY WOULD ROCK – 59 DAYS IN IRAN book, publishing house Gudberg Nerger	<a href="http://www.theywouldrock.com">www.theywouldrock.com</a>
	SPIEGEL ONLINE interview \ travelogue \ photographs	<a href="http://www.spiegel.de">www.spiegel.de</a>
	MINDART article \ photographs	<a href="http://www.mindart-magazin.de">www.mindart-magazin.de</a>
2015	PUBLIK-FORUM EXTRA Thema article \ photographs	<a href="http://www.publik-forum.de">www.publik-forum.de</a>

## AWARDS

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2014	GLOBETROTTER OF THE YEAR Globetrotter Ausrüstung	<a href="http://www.globetrotter.de">www.globetrotter.de</a>
	YOUNG EXCELLENCE AWARD (Shortlist) Börsenblatt des Deutschen Buchhandels	<a href="http://www.boersenblatt.net">www.boersenblatt.net</a>

## ADDITIONAL PROJECTS

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2016	WORLD SALON 2016 “Unimagined meetings and concepts of life in an Islamic country” talk on the power of human encounters to bridge cultural boundaries and spark curiosity	<a href="http://www.connectworlds.org">www.connectworlds.org</a>
since 2015	040x040 curator and contributor of a new exchange program initiated by and for creators and innovators from Malmö and Hamburg	<a href="http://www.040x040.com">www.040x040.com</a>
since 2012	SALON DER WISSENSLÜCKEN \ SALON OF KNOWLEDGE GAPS co-founder and host of regular events, which aim to mutually close everyday as well as particular knowledge gaps	

## TRAVELOGRAPHY

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AFRICA Morocco, Namibia, Rwanda, South Africa, Tanzania \ ASIA Bhutan, China, Hong Kong, India, Indonesia, Iran, Kirgizstan, Malaysia, Philippines, Singapore, Thailand, Turkey, Uzbekistan \ EUROPE Austria, Czech Republic, Denmark, Finland, France, Germany, Greece, Hungary, Ireland, Italy, Netherlands, Spain, Sweden, Switzerland, Turkey, United Kingdom \ NORTH AMERICA Cuba, Guatemala, Mexico, USA \ AUSTRALIA Australia \ SOUTH AMERICA Argentina, Bolivia, Chile, Colombia, Ecuador, Peru