

## JEAN-FRANÇOIS COUSIN, MCC, GLOBAL EXECUTIVE COACH AND SPEAKER



Jean-François believes that each person and each team has the potential for greatness and makes it his mission to support leaders and teams in catalysing their growth, and to advocate coaching to audiences around the world.

He became an executive coach in 2006, in the wake of a career in management around the world, including roles with P&L responsibility, with a Fortune-500 company.

He has coached over 10,000 hours and served more than 800 executives, from 50 nationalities, as well as dozens of executive teams.

He is accredited as a 'Master Certified Coach' by the ICF since 2012.

Jean-François coaches CEOs, Region and Country Presidents and Board Members, most often on executive leadership development, board dialog, strategic planning, organizational & cultural change management, and on-boarding and role transition.

Jean-François frequently facilitates or coaches executive teams, notably on trust and productive conflict, effective collaboration, staff engagement, organizational-agility development, strategic planning, cultural transformation and change management.

Jean-François is also a [speaker](#), and has engaged audiences in four continents about leadership and coaching.

## CONTRIBUTION TO THE GROWTH OF COACHING

In January 2017, Jean-François joined ICF Global Board as a Director and a member of the Finance Committee and has been working relentlessly with his peers and ICF Staff to enhance ICF value proposition to members and support to Chapters, and to strengthen coaching growth around the world, in a [spirit of service and partnership](#). In January 2018, he was elected by his peers Treasurer and Secretary of the Board, member of the Officers' team. As such he has been partnering with ICF Staff and auditors to ensure ICF Finances are used towards the best outcomes for members and effectively support the continued growth of the Association and the success of its [strategic plan](#).

As part of his duties as a Global Board member, Jean-François has spent a significant part of his time interacting with and supporting ICF members and Chapters around the globe, notably in Argentina, Belgium, Chile, Dubai, India, Kenya, Malaysia, Morocco, The Netherlands, New York City, Ohio Valley, Oman, Poland, Singapore, South Florida, Sweden, Taiwan, Thailand, the UK and -soon- Beijing.

A long-time member of the ICF Singapore Charter Chapter, Jean-François has talked at [multiple coaching conferences and ICF Chapter events](#) about coaching competencies and coaching impact on business and society, and has advocated coaching to numerous corporate audiences. Jean-François also helped [ICF Bangkok Chapter](#) to pull-out a series of highly successful events and co-facilitated the [peer-coaching sessions](#).

Jean-François was the Chair of the 'Program and Speakers Committee' for the [APAC 2017 Coaching Conference](#) (Bangkok, May 2017). Built in partnership with a variety of stakeholders, the conference program attracted 750 participants and offered unprecedented diversity -35 speakers from 5 continents and 15 countries-. It served the purpose of accelerating participants' personal and professional growth, and raised Coaching profile further in Asia-Pacific.

In 2010, Jean-François co-authored '*Coaching in Asia: the first decade - the definitive guide to the principles and practices of empowering personal and organisational change in Asia*' with several colleagues across the continent, to share the learning of pioneering coaches and inspire responsible growth for the Coaching industry in Asia.

In 2008, Jean-François co-founded 'Thailand Coaching Society' with 3 senior Thai coaches, to raise awareness for coaching in the country. Through a series of public events, contributions to the media and a book - '*Untold stories of Executive Coaching in Thailand: keys to unlock people's potential*' -, Thailand Coaching Society inspired many to become coaches, more and more companies to hire coaches, and supported the opening of the ICF Bangkok Chapter. Thailand now hosts ICF accredited coaching programs offered by 5 resident coaching schools.

Jean-François contributes [regular articles](#) and interviews to raise Coaching profile further, to the media and on [LinkedIn](#).

He teaches coaching skills and ICF Core Competencies in several ACTP or ACSTH programs.

## CORPORATE EXPERIENCE IN SENIOR LEADERSHIP POSITIONS

Jean-François' first career was with Lafarge, a Fortune 500 company. He served in senior leadership positions, in Asia and in Europe.

As the Managing Director of a business unit in Thailand, with P&L responsibility, he engaged all employees, clients, suppliers, business partners and corporate functions into planning and implementing a fast turn-around of the business, which succeeded in a very challenging environment within less than 3 years.

As the Vice-President for a specialty business of Lafarge Group in Asia, with operations in Korea, China, Malaysia, Singapore, Indonesia and Thailand -within a complex JV context-, he helped roll-out global standards of governance, reporting, information systems, marketing and manufacturing in a way that strengthened local operations, ensured government regulatory compliance, whilst also sharing Asian 'best practices' world-wide.

In his final corporate assignment, Jean-François was in charge of developing and driving a global strategy for one of the 4 Divisions of Lafarge, to anchor solid internal and external growth for the €2bn business. Designed in collaboration with the executive committees of business units in 32 countries, several consultancy firms and external stakeholders, the new strategy captured the 'hearts and minds' of employees and helped the business units become a preferred partner to their customers. The organizational culture evolved towards more customer-focus, innovation, agility and collaboration. Prices *and* market-shares increased in almost all countries.

## PUBLISHED AUTHOR

Jean-François' latest book is '[Game Changers at the Circus](#): how leaders can unleash Greatness in organizations'. Marshall Goldsmith wrote about it: "*[this] book is full of surprises – many counter-intuitive ideas that can help leaders change even the most stagnant and inflexible organizations into thriving, dynamic performers.*"



## EDUCATION & PROFESSIONAL QUALIFICATIONS

- Master of Science, Engineering (Ecole Centrale Paris, France)
- Senior executive education (the Fuqua School of Business, Duke University, USA)
- Master Certified Coach (MCC) accredited by the ICF, since 2012

## PERSONAL DETAILS

In his free time, Jean-François loves meeting and learning with people from all walks of life and discovering cultures around the globe; he has visited over 80 countries.

He also enjoys sailing and accompanying musicians as a pianist.

## LANGUAGES

Fluent in English and French, basic conversational skills in German, Spanish and Thai.