



Coaching Demo

Coach artistically, to unleash clients' greatness

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**Stop 'Doing'
Coaching. Start
'Being' The Coach!**

Jean-Francois Cousin

Jun
14



**COACHING DEMO:
Go for Gold! Setting
Up Successful Sessions**

Jean-Francois Cousin

wbecs
Pre-Summit
by coaching.com

2
Jun



Coaching Demo
Coach Like Einstein and
Enable Quantum Leaps!

Jean-Francois Cousin
Former Global Board Chairman of the ICF

10th WBECS

Presenter: Jean-Francois Cousin

COACHING DEMO



**COACH
vs
CHAOS**

Coaching demo and
experience-sharing about
coaching overwhelmed clients
in a disrupted environment

10
INSIGHTS
and TIPS
TO COACH
AT YOUR
VERY BEST

HARVESTED OVER
10,000 COACHING HOURS
By Jean-Francois Cousin, MCC

Coach-Created*
WBECS



LIVE June 19th, 9am ET

Jean-Francois Cousin
WBECS 2019 Pre-Summit Speaker





Our World is changing

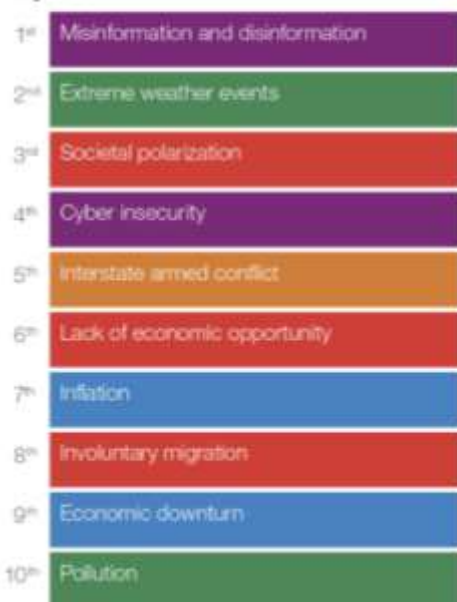
- **Climate**
- **Conflicts**
- **Cyber insecurity**
- **Societal polarization**
- **Supply disruptions**
- **Gen AI**
- **Breaches of Ethical boundaries**
- ...

Top 10 risks



Please estimate the likely impact (severity) of the following risks over a 2-year and 10-year period.

2 years



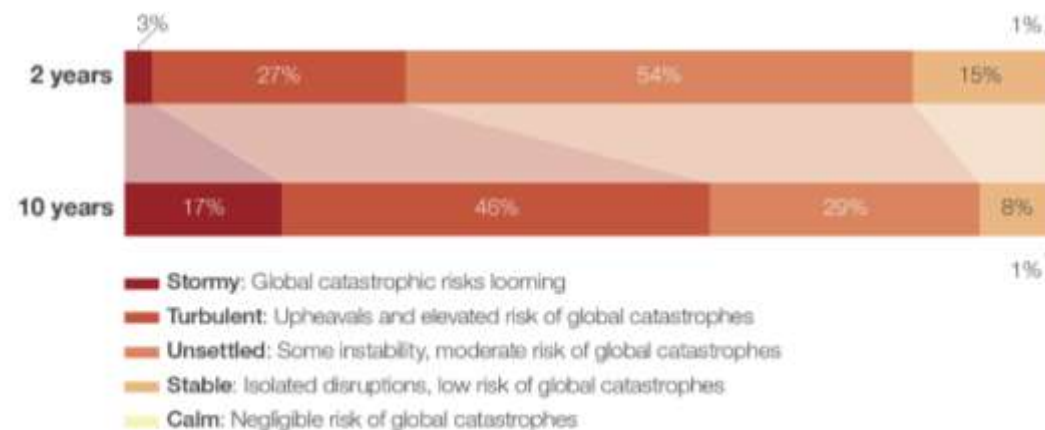
10 years



Global outlook



"Which of the following best characterizes your outlook for the world over the following time periods?"



How are your clients' wellbeing and creativity changing?



How do you rate your clients' **Wellbeing** today as compared to 4 years ago?

1. **Very much lower**
2. **Significantly lower**
3. **Similar**
4. **Significantly higher**
5. **Very much higher**

How do you rate your clients' **Creativity** today as compared to 4 years ago?

1. **Very much lower**
2. **Significantly lower**
3. **Similar**
4. **Significantly higher**
5. **Very much higher**

- **Fit for sustainability in a complex, unsafe and disrupted world**
- **Enabling clients to *reinvent* a part of their being and doing**
- **Expanded beyond reach of Gen AI**

An update of Coaches' job description is needed



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What is Coaching?

ICF defines coaching as partnering with clients in a thought-provoking and creative process that inspires them to maximize their personal and professional potential. The process of coaching often unlocks previously untapped sources of imagination, productivity and leadership.

Coaching = partnering with clients in a thought-provoking and creative process that **inspires** them to **maximize their personal and professional potential**.

The process of coaching **often** unlocks previously untapped sources of **imagination, productivity** and leadership.

Coaching = partnering with clients in a thought-provoking and creative process that **enables** them to

- (1) Restore or sustain their **wellbeing, stamina and mindfulness**
- (2) **Empower themselves to generate the new ways of thinking and of being they need, to thrive across disruptions**

The process of coaching **must** unlock untapped or numbed sources of **reinvention** and leadership.

1

Invest time, at *every* session, to explore how our clients are restoring/sustaining their wellbeing, stamina and mindfulness

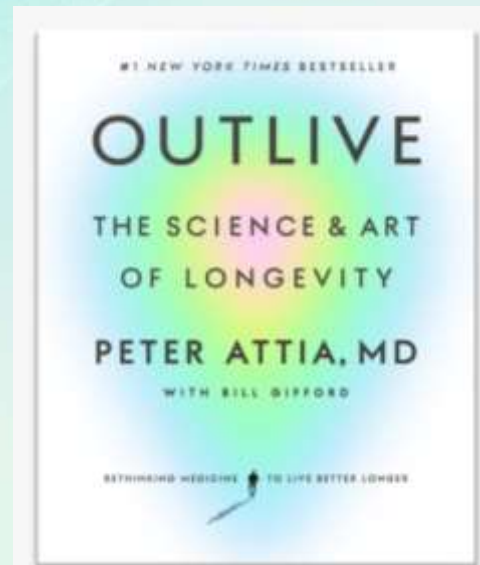


Sleep

Exercise

- Cardio
- Core strength

Diet



Ensure the client is 'coachable' here and now!



- “Before we start, is there anything you need to do, to become fully present to our conversation?” Or/and:
- “Is there anything (else) weighing on your mind that you need to let go of, for now, to stay mindful along our session?”
- If you feel your clients are still somewhat anxious/nervous afterward, inquire if they would like to take a few deep breaths

3 Awaken clients Inner-Artist to reinvent who they are/what they do!

(We must) empower clients to generate the new ways of thinking and of being they need, to thrive across disruptions.

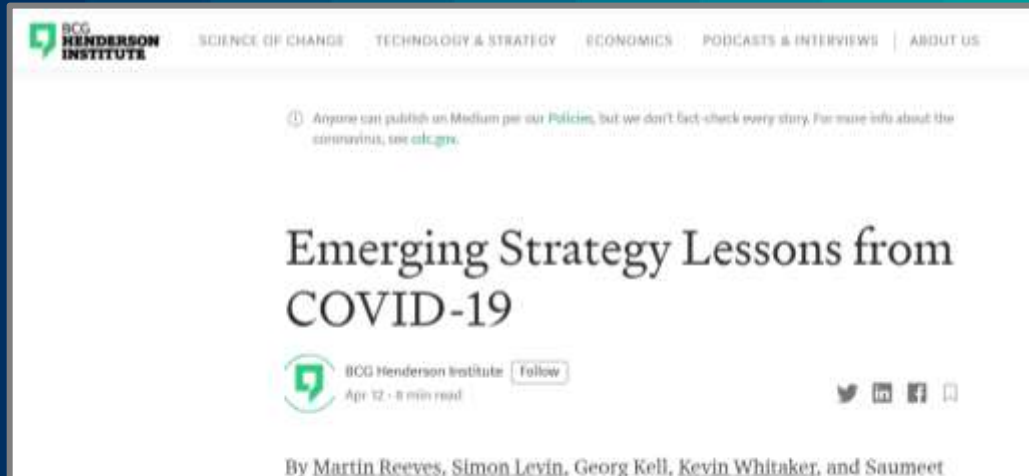
The process of coaching **must** unlock untapped or numbed sources of **reinvention** and leadership.

We need to **awaken in our clients**

- breadth and depth of new perspectives
- the energy and wisdom of their emotions and gut-feelings for forward-movement
- disruptive creativity and originality

= THEIR 'INNER-ARTIST'!

=> we need to **incorporate artistic touches in our core competencies!**



“ Think in multi-level systems for highly interconnected problems

- Operate on multiple timescales simultaneously
- Compete on imagination
 - Contact with the unknown
 - Focus on anomalies
 - Counterfactual as well as factual skills
 - Cognitive diversity
- Shape collaborative solutions ”

Source: BCG - 2020

A young girl with paint on her face and clothes, surrounded by abstract yellow and blue brushstrokes. The girl is smiling and looking upwards. The background is a mix of bright yellow and blue colors with white brushstrokes and splatters. The text is overlaid on a dark rectangular area in the center.

**Every child
is an artist.
The problem
is how to
remain an
artist once
he grows up.**

~Pablo Picasso

The background of the image is a reproduction of Edgar Degas's painting 'The Ballet Rehearsal in the Dressing Room'. It depicts a group of ballerinas in a dressing room, with some sitting on the floor and others standing. The painting is characterized by its vibrant blue and yellow color palette and visible, expressive brushstrokes. A semi-transparent white rectangular box is overlaid on the center of the painting, containing a quote.

**“Art is not what
you see,
but what you
make others
see.”**

- Edgar Degas

Coaching demo



Insights and tips, to awaken our client's 'inner artist' and generate great new ways of thinking and being

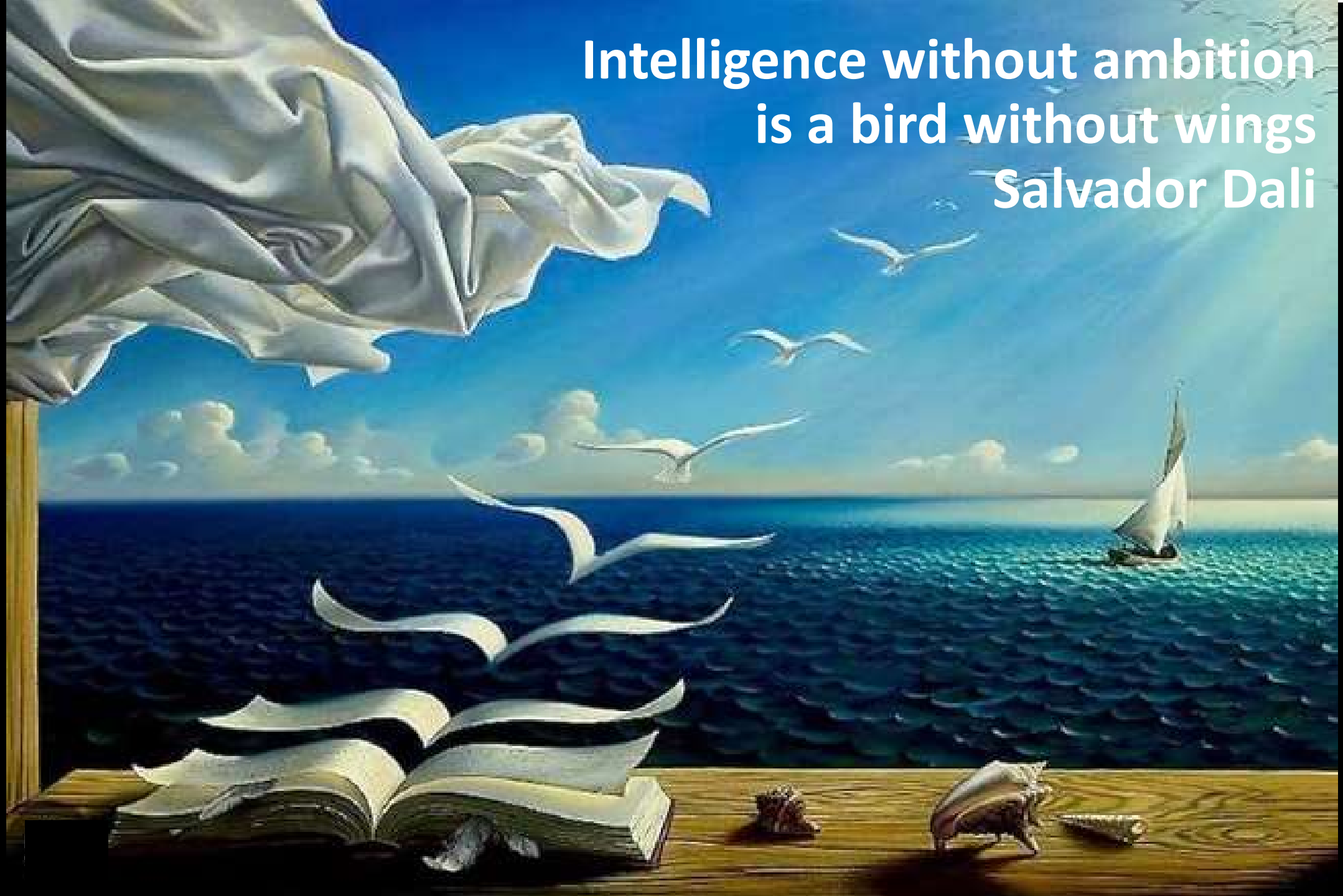
Being

FOR JUNIOR COACHES

Doing

- Be still
- Become a 'free mind' (no bias, only curiosity)
- Be grateful for all the client offers
- Discover the work of a variety of artists
- Meet disruptors
- Solidify your competencies
- Invite clients to try out different perspectives
- Ask the client to story-tell
- Invite 'visual' clients to draw
- Tune up your sensitivity to client's emotions and energy

Intelligence without ambition
is a bird without wings
Salvador Dali



Insights and tips, to awaken our client's 'inner artist' and generate great new ways of thinking and being

Being

FOR ADVANCED COACHES

Doing

- Embody your core competencies
- Be bold (upon permission)
- Be a (calculating) risk-taker
- Be comfortable with discomfort
- Raise your ambition for what's great
- Explore your clients' discomfort zone
- Stimulate their '3 brains' in the work
- Unleash your intuition and creativity in the "Not Knowing Space"
- Explore client's metaphors
- Invite client to simplify



“I really encourage people to look into the darkness, into places they don’t normally look at, to find uniqueness and specialness, because that’s where the diamonds are hiding...”

Insights and tips, to awaken our client's 'inner artist' and generate great new ways of thinking and being

Being

FOR MASTER COACHES

Doing

- Bring up your inner child's insatiable and unbridled curiosity
 - Be playful (play the fool), with permission
 - Be an unconventional challenger
 - Embody inspiration
- Use client's 'light' and 'shadows' as creative resources
 - Vary rhythm
 - Mix 'brush strokes'
 - Inquire about the 'essence' of what the client desires
 - Challenge clients to set themselves free from cultural / societal influences

Coaching artistically can
ignite the Leadership Artistry
needed to 'save the World'



BEAUTY
WILL SAVE
THE WORLD

**Let's, together, establish
Coaching as an Artistic Discipline! 😊**

Jean-Francois Cousin, MCC, June 2024

Your insights!
Your great practices!
Your questions!



The End
Thank You!