



# GREATNESS

## LEADERSHIP COACHING

## How will *YOU* make your Journey ever more fulfilling?

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*"And if travel is like love, it is, in the end, mostly because it's a heightened state of awareness, in which we are mindful, receptive, undimmed by familiarity and ready to be transformed.*

*That is why the best trips, like the best love affairs, never really end."*

*- Pico Iyer -*

A warm welcome to this *different* newsletter! 😊

Would there be something blissful about the number 10,000?

I just celebrated my 10,000<sup>th</sup> coaching-hour and enjoyed much time 10,000 meters above ground, flying to 4 continents over the last couple of months filled with joy and gratitude for the great Clients I have had the privilege to serve and for those inspiring journeys as a coach and speaker.

And I came to the realization that we **learn so much *more* from our journeys** - with our Clients in coaching or immersed in different cultures -  
**when we strive for**

- **Mindfulness**
- **Together**

and when we

- are in **service** of others,
- **help** them to **unleash** their **Greatness**, and
- **partner** strategically with them for progress

Especially designed as a travelogue, this newsletter connects that finding with particular places and people, and invites you to make your own journey in Life ever more fulfilling. I hope you'll enjoy it 😊

*Here's to Your Greatness!*

Warmly,  
Jean-Francois

PS: We fully comply with GDPR requirements and wish to remind you that you can unsubscribe from this newsletter by simply clicking [here](#).



### Jean-Francois Cousin

Speaker, Author and Master Certified Coach

Director at the Global Board of the International Coach Federation (ICF)



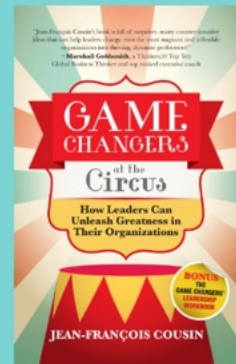
**There are autocratic lions in a workplace.**

**And there are peace-loving elephants, nonchalant chimps, eager beavers, single-tracked eagles, and self-centric snakes too.**

**All protect a crippling status quo until a game changer joins and unleashes greater possibilities.**

***Will you be a Game Changer at your Circus?***

**Get your copy now on Amazon in [Paperback](#) or [Kindle](#)**



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**From Morocco about mindfulness**





*"Travel and change of place impart new vigor to the mind."  
- Seneca -*

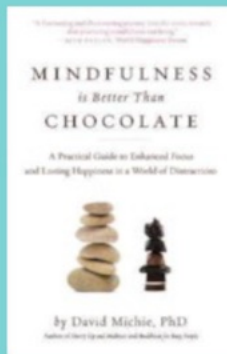
Upon landing in Marrakesh, I could immediately see what the painter Eugène Delacroix had described, "All is picturesque here. At every step there is a painting-like scenery that would make the fortune and glory of twenty generations of painters." The colors, fragrances and sounds of this vibrant place (see [here](#)) were so captivating that the weariness from a 24-hour trip swiftly disappeared and state of contemplative appreciation arose.

The next day, I embarked on a rough road-trip deep into the desert, with no other ambition than to stop doing and stop thinking, to just be... and deeply enjoy the beauty of a silent, stary night or a sunrise over golden sand dunes... (see [here](#))

Disconnecting to become mindful..

Then I could better connect, in Casablanca, with brilliant Moroccan thought-leaders as we discussed the theme 'Organization 4.0'. Incidentally, we came to recognize how 'mindfulness' was critical for well-being and team-performance in Org. 4.0... What a resonance! 😊

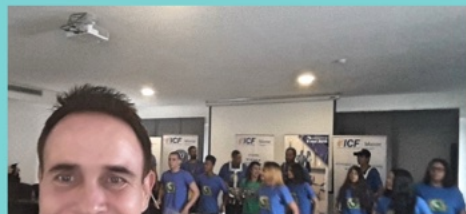
### How will YOU make more time to disconnect, restore your mindfulness and rejuvenate yourself?

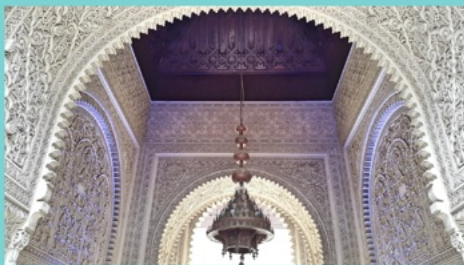
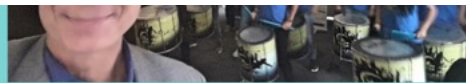
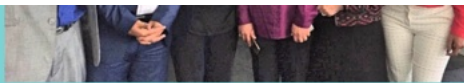


Should you like to learn more about the benefits of Mindfulness, here is a great book recommended by a CEO and friend of mine:

["Mindfulness is better than chocolate"](#)

I promise you will enjoy the narrative ascension all they way to 'meditating on what mind is'...





View my full gallery of images [here](#)

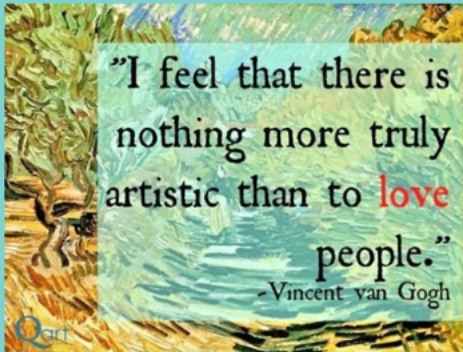
POSTCARD  
From The Netherlands about togetherness





*"A journey is best measured in friends, rather than miles"*  
- Tim Cahill -

"I feel that there is nothing more truly artistic than to love people," Vincent Van Gogh famously said. Well, Love and Art were in the air on a glorious spring day nearby Amsterdam I spent with fellow coaches... Our shared love for the art of coaching (of course), as well as for learning from each other, for experimenting and pushing boundaries together, for enjoying each other's being and for laughing together - especially around a good lunch in the garden! (see [here](#))



What ignited such love-fest? I believe it is mostly our unconditional respect for and complete acceptance of each other, and our collective belief that everyone is immensely resourceful, uniquely talented, hence we just have to look at each other with our heart and we'll find much to love.

**How will YOU nurture more 'togetherness' with your loved ones and your colleagues?**

Read what I offered to my colleagues as food for thought and experimentation together.





View my full gallery of images [here](#)

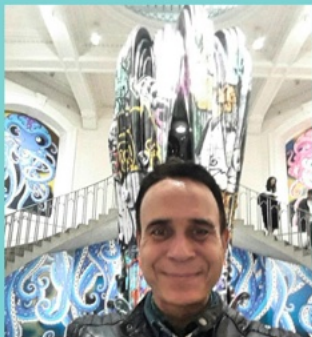
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## From Vancouver about being of service to others



*"The best way to find yourself is to lose yourself in the service of others"*  
- Mahatma Gandhi -

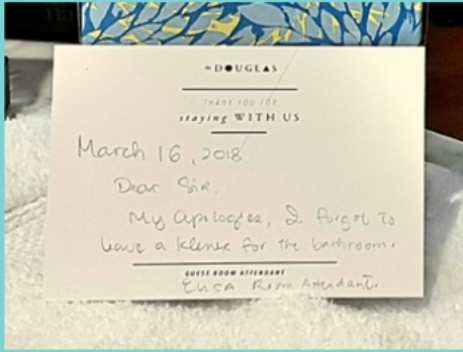
Vancouver spoils its visitors with so many treats... If I had to choose one, I'd pick the wonderful and genuine service mind I experienced from countless people there.



I was particularly touched by that of Elisa, my hotel-room attendant. Elisa is so dedicated to her mission that she came back after her service hours to supply a Kleenex box she had forgotten to replace in my bathroom and to offer a toothpaste tube, as she had noticed mine was almost empty. She also left a handwritten note of apology. Elisa honors Canada - 'the friendly country' - and reminds me of the hotel maid who is one of heroes in Robin Sharma's book *The Leader Who Had No Title*.

Elisa and the experience she creates are an inspiration to me, as I travel to serve our ICF members as a

director on the Global Board.



I was moved as I learnt that German ICF coaches had donated 10,000 hours to coach school teachers over the last few years - what a contribution to the future of their nation!

That all prompted me to write this blog about the benefits of ["Coaching, Leading and Going Forward Together with a Service Mind"](#).

How will *YOU* instill even more of a service-mind in the way you lead?



View my full gallery of images [here](#)

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From Belgium about unleashing other's  
Greatness





"We wander for distraction, but we travel for fulfillment."  
 - Hilaire Belloc -

Life is good in Belgium, and it's always a pleasure to meet the warm Belgium people! I had the chance to spend a day near Brussels with a passionate crowd of coaches and HR leaders, and we discussed (amongst other themes) how leadership requirements are evolving to help companies win in a VUCA world.

And we recognized that - besides customer-centricity - organizations are demanding that leaders bring out the best from their people and their team, notably because *only* collective intelligence can solve ever more complex business challenges.

Here's Apple CEO Tim Cook's advice to his people for instance:

1. Take risks
2. Focus and listen attentively to those you speak with
3. Trust others around you
4. Diversity is important
5. Be humble
6. Admit when you're wrong

And here are Google's top-2 expected traits in managers:

1. **Is a good coach**
2. **Empowers team and does not micromanage**

(See Google's full list [here](#))

**Which leader posture will YOU adopt, to unleash more of your people's Greatness?**

Read some of my ideas about this question [here](#).

PS: An additional invitation to French speakers: enjoy the very interesting free webinars offered by the dynamic ICF Synergie team [here](#).







View my full gallery of images [here](#)

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## From Bali about partnering strategically for progress



*"One's destination is never a place, but always a new way of seeing things."  
- Henry Miller -*



Despite the onslaught of Tourism in Bali, the very heart of the island is still so inspirational, and therefore still a pleasant choice for a strategy workshop!

I had the pleasure to partner with a talented team of leaders there, to imagine a great future for their business and build the strategy to make it happen. We started by creating the safe space of authenticity and vulnerability with each other that allows the most generative brainstorming, and, surely, out-of-the-box thinking cascaded in the room as rice-fields do in Bali 😊

Once our strategy-draft was completed, we used these questions from a 'classic' McKinsey article to challenge our thinking and planning:

- Will your strategy beat the market?
- Does your strategy tap a true source of advantage?
- Is your strategy granular about where to compete? *(Are you getting down into the details of where to make a difference?)*
- Does your strategy put you ahead of friends?
- Does your strategy rest on privileged insights? *(Are you using the best information possible?)*
- Does your strategy embrace uncertainty?
- Does your strategy balance a commitment and flexibility? *(Is your investment in your strategies strong enough to help you sustain your momentum?)*
- Is your strategy contaminated by bias? *(What assumptions and beliefs are at play that will hold back or even undermine your success?)*

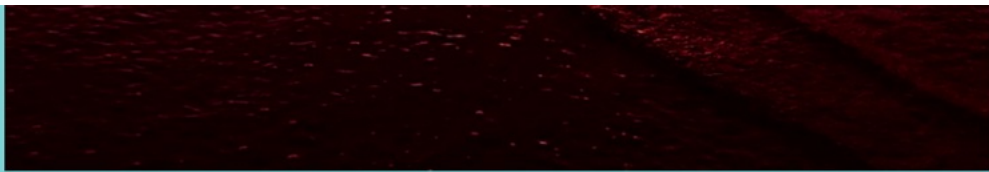
- **Is there conviction to act on your strategy?** (Is there the will to follow-through on your strategies and realize your goals?)

This - rather challenging - exercise did strengthen our strategy in major ways. Have you already tried it?

Enjoy the full article [here](#).

**How will YOU partner strategically with your team to build a greater future?**





View my full gallery of images [here](#)

## NEXT SPEAKING EVENTS

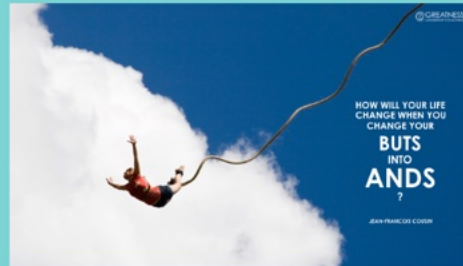
- July 20<sup>th</sup>: Bangkok, Thailand
- August 4<sup>th</sup> and 17<sup>th</sup>: Nairobi, Kenya
- September 21<sup>st</sup> and 28<sup>th</sup>: Bangkok, Thailand
- September 22<sup>nd</sup>: Kuala Lumpur, Malaysia
- September 26<sup>th</sup>: Singapore
- October 11<sup>th</sup>: Tehran, Iran
- October 15<sup>th</sup> and 16<sup>th</sup>: Beijing, China

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## POPULAR QUOTES



[You'll stay young, as long as you don't resist change](#)



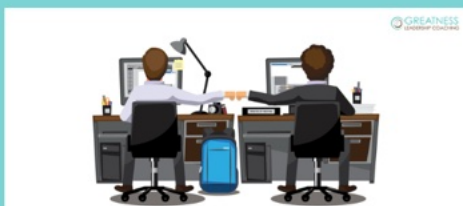
[How will your life change when you change your BUTS into ANDS?](#)



[Streamline your purpose - focus it on what matters most to others](#)



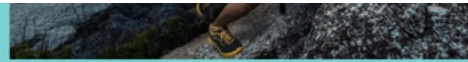
[Allow yourself to disconnect, to reconnect](#)



HELPING OTHERS  
PLAY AT THEIR BEST  
ELEVATES YOU

NOT PLAYING THE  
SMARTEST GUY IN THE ROOM

Helping others play at their best  
elevates you, not playing the  
smartest guy in the room



Winners just fight longer

## RESOURCES

Tools & Inspiration



### Free Presentations Download

You may like to browse through the presentations I offered in the past at the bottom of this [webpage](#) and check which ones could be of use to you at this time.



### Inspirational Videos

You may like to browse through some of my videos on my [YouTube Channel](#) and see which ones could be of use to you at this time.



### Strategy Design and Delivery

'Brightline' offers free resources including reports, infographics, books and interviews specially designed to improve your organization's strategy design and delivery



### Inspirational Quotes from Movies

Movies have a dynamic power to change and teach us. To encourage you wherever you are and in whatever you do, we present to you - these [25 inspirational movie quotes](#) that could change your life.

## RESOURCES

IN THE MEDIA



Browse through my various media articles and interviews on this [webpage](#) to see which one could be of use to you at this time.

## RESOURCES



### Taking aim with talent

Ask what it takes to lead a people-first organization, shows how senior executives can get more comfortable with complexity, and explores digital tools to link top talent with a company's strategic opportunities.

Click [here](#) to read the McKinsey Quarterly 2018 Magazine Number 2

### The Playful Corporation

The fact that innovation productivity is declining and workplace disengagement is rising, might suggest a need for organizations to be more productively playful.

Read about how we should understand the value of play and the steps we can take to foster more genuine play in our organizations [here](#).



### Think Biologically: Messy Management for a Complex World

To succeed over the long run, business leaders shouldn't rely only on traditional 'mechanical' management, which directs a company toward desired outcomes by engineering processes & controlling the behavior of its components; they must also adopt a ['biological' approach](#), to acknowledge uncertainties & complexities of business problems to address them indirectly.

You can enjoy more ground-breaking articles on leadership from BCG Henderson Institute on their [website](#).

## GREATNESS NEWSLETTER

March, 2018

*"The power you have is to be the best version of yourself you can be, so you can create a better world." - Ashley Rickards*

Check out the [previous edition of the Greatness Newsletter!](#)



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***Here's to the Greatness in You!***

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