



GREATNESS

LEADERSHIP COACHING

JUNE 2019 NEWSLETTER

HOW WILL YOU MATTER ?

*"Are you making Art or are you making copies?
Are you leading or are you following?"*

Seth Godin

A warm welcome to this mid-year newsletter!

Hasn't the first half of 2019 gone by faster than any previous semester for you too? Amid such acceleration and a roller-coaster of changes and challenges in business, **are we really keeping the lead or are we merely trying to catch up?**

This newsletter aims to offer you insights and practical ways to ensure that what you do matters - for you and for the world around you.

I hope you'll enjoy and benefit from reading:

- [7 fears thwarting leadership and ways to control them](#)
- [Become a 'crisis-proof' leader](#)
- [Oprah's insights about being 'your truest self in service of others'](#)
- [Seth Godin's provocation, "will you choose to matter?"](#)

I am also sharing [a few highlights from Q2 '19 at ICF](#), as a number of you wish to stay tuned with what's happening (and there's a lot) on that front.

You'll also find here new food-for-thought about two hot-topics: ['building and retaining high-performing teams in the tech industry'](#), and ['our role towards sustainability'](#). And, finally, an innovation: two podcasts to invite you to reflect further about themes that matter.

Happy reading and my warmest wishes to you as you make your Q2 2019 matter! 🙌

Happy reading and my very best wishes to you as you make your Q3 2019 matter! 😊



Jean-Francois Cousin

Speaker, Author and
Master Certified Coach

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



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

A REFLECTIVE SPACE

Popular Articles

POPULAR ARTICLE #1



7 fears thwarting leadership and ways to control them

"It is better to conquer yourself than to win a thousand battles, then the victory is yours."

Buddha

Worthwhile as it is, 'conquering yourself' is quite the battle! It involves controlling your insecurities (self-doubt & uncontrolled vulnerability) and your fears.

Shall we lead the first assault - confront your major fears, consider what impact they may have on you, and find your way to control them so that you can better lead yourself and others?

Read more [here!](#)



Become a 'crisis-proof' leader

Which leadership features will help you and your teams thrive through challenges and the next crisis?

What should you focus on *now*, to lead even better than?

Here are a few pieces of practical advice I gleaned along my work with CEOs recently confronted with severe crisis.

Read more [here](#).



Oprah Winfrey's gems of experience - Be your truest self in service of others

I was inspired to see and hear Oprah Winfrey open the large conference of the Association for Talent Development ('ATD') in Washington DC on on 20 May. She was as wise, powerful and fun as ever!

Here are just a few of her reflections:

here are just a few of her reflections.

- "Your intention in offering something will determine how it is received and what will come back to you. If there is ego in it, it will backfire."
- "If you offer people your full presence, you make them feel heard, that is the best gift you can offer them."
- "If you don't know what to do, do nothing - don't ask around first. Stand still and let your instinct surface your idea."
- "Giving money to people doesn't change anything. You have to help them change the way they think, the way they lead, for them to get a better future."
- "You can't manage effectively if you want to please everyone at all times."

Read more about the wisdom she shared that day [here](#) and [here](#)!

[POPULAR ARTICLE #4](#)



Seth Godin's quotes, from his keynote "Will you choose to matter?"

[Seth Godin](#) delivered a high-impact, insight-rich performance on stage at ATD conference, with an endless suite of quotable lines. Here are just the few that I had the time to capture!

- "We say it's ok to fail but we don't give the fancy employee-of-the-month parking space to someone who failed with good intent."
- "We say we want innovation, but we are afraid to do something that might not work. That's crazy, because all innovation is failure on our way to success."
- "Most critical skills for the future? Dance with fear. Engage with uncertainty. See systems and influence them. And most of all: Lead."
- "The difference between education and learning? Education is forced on people, for compliance; learning is voluntary."
- "The original model of training was designed to make people comply."
- "Training was made for 'normal people'. But with internet, people have a choice about how they can be. There are more and more people 'on the edge'. They are precious."
- "We now need people who connect the dots, and there are more and more dots to connect. Development is a long-term process to help people 'see'."
- "Dignity cannot be taken, it can only be given. It must be at the heart of development work."
- "Be too busy being creative, and you won't have time to be afraid."
- "Meetings are a circle of people waiting for someone to take responsibility. Be the one."
- "When NASA sent men on the moon, its computers all together had less power than your smartphone."
- "What we buy are 'feelings'. That's what organizations should sell."
- "Are you making Art or are you making copies? Are you leading or are you following?"
- "I want you to visualize a leader. Take your time... You have it?... Did you visualize yourself?"

Read more about Seth Godin's talk [here](#) and watch his pre-talk interview [here](#) (starting at 2.58)

SPECIAL DIARY

A few highlights from Q2 '19 at ICF



Quite a number of you shared their interest about my diary from the first quarter of my one-year term as the Chairman of the International Coach Federation Global Board, so I thought of telling you a bit about what we rolled-out in Q2 at ICF, in tight partnership between the Global Board, the Chapters and our Staff around the world.

And what a quarter it was! Probably one that will stay in the history of our association because we unveiled a broad strategy to 'boldly lead the future of coaching and create more value for our members'.

After 2 years of preparation, the transformation we are igniting now will create for ICF members

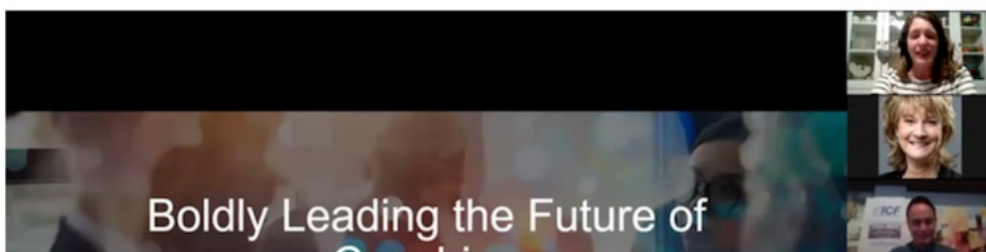
- More professional development opportunities
- More networking to foster connections and help build their business
- More evidence of their professionalism and credibility as an ICF coach
- More job opportunities as global awareness of coaching grows
- More industry research

Here are just two of several ambitious initiatives that will yield such benefits:

- a **Thought Leadership Institute** which will become a 'lighthouse' for the profession. Its mission will be to help create and influence the future of coaching. 'TLI' will facilitate interaction between coaches, innovators, researchers, technologists, venture capitalists, influencers and members of the media. TLI's work will look toward the future, and will yield outputs including white papers, research reports, publications in leading peer-reviewed journals, and topical conferences and symposia.
- **offerings that will promote the growth of strong coaching cultures** in businesses and organizations. By expanding our influence in organizations, we will raise awareness of coaching and enhance the market for ICF coaches. We will also lead the way in setting high standards for managers and leaders who use coaching skills to follow and will educate the public about the difference between trained, professional coaches and managers who use coaching skills.

You can learn a lot more by watching this [broadcast](#), reading this [webpage](#) and - if that makes your heart sing - you can register your interest in the form titled 'New ICF Volunteer Opportunities'. We will then reach out to you when opportunities arise for you to serve and create your legacy in the profession 😊

Please be a bit patient with our roll-out as we want to do things right the first time rather than rush and have a lot of course-correction to do later on!





Q2 was also the time of the ['International Coaching Week'](#) and what a week that was! [More than 100 of our Chapters hosted events](#) - over 600 of them around the world! I can't wait for 2020 when we celebrate the 25th anniversary of ICF and pull out even more events to inspire millions of people and advance our mission of leading the future of coaching in service of a better world! Meanwhile, this year I had the pleasure to interact with our Chapters in Australia, New Zealand, India, Singapore, Thailand and Europe, and my mind was blown away by the generosity and the energy our fellow-volunteers invested in creating high-caliber, high-value events for coaches and for our stakeholders alike, leaders and HR professional in particular.

Speaking of generosity, we recognized this quarter that our *ICF Foundation* has touched no less than 2.5 million lives around the world so far with its 69 *'Ignite projects'*. Way to make a positive difference to our world!

Coincidentally, more and more of us coaches are reflecting about how we can take a more active role in making our world more sustainable. I had the chance to speak in Paris with my Board colleague Catherine Tanneau about "What is our responsibility as coaches vis-à-vis sustainability in our work with leaders?" (see [here](#)) along a great program designed by ICF France about 'leadership and eco-responsibility', featuring several thought-leaders in sustainability. I reflected that as leaders become coaches, it is timely that coaches become leaders in advocating the values they are driven by, for those will help transform the world into a safer and better place.

In Q2, we also finalized and launched what we believe will be the greatest Coaching Conference to-date, 'Converge19' on October 23 - 26 in beautiful Prague! We built on the success of its previous [edition](#) in August 2017 in Washington DC, integrated members' wishes, added a lot of cutting-edge innovation, invited disruptive keynote speakers and prepared for a grand celebration, complete with dinners and dance! Take a look at the program [here](#). The conference is designed for leaders, HR professionals and coaches alike, and I do hope to see you there!

In May, we contributed in a big way to the huge conference of the Association for Talent Development, held in Washington DC. We welcomed hundreds of Talent and Development professionals and coaches at our large booth. ICF volunteer coaches offered free coaching sessions - the queue to grab a session was really long and 120 sessions were booked in the first 60 minutes after we opened our 'career center'! People do love coaching! 😊





With ICF CEO Magda Mook and ICF Director Catherine Tanneau at ICF Booth



It looked like the ICF booth was pushing the proverbial ceiling!



A part of the queue for free coaching sessions

We launched a 12-week video-series that features the struggle, deep insights and successes of people being coached around the world. The series starts in New York City (see episode 1 [here](#)) and will take you all the way to the Middle East. I hope you will enjoy the adventure at [Experience Coaching!](#)

We also kicked-off a very large, global survey conducted by PWC to help us actualize our vision of how we can enhance further the reach of coaching and its contribution to our world. Should you like to, you can complete the survey within just 5 to 10 minutes. I know your input will be of great value. Here's the [link to the survey!](#)

I am now about to pack my suitcase and fly to the ICF headquarters in Kentucky for our mid-year Board meeting where I'll have the joy to partner with my fellow Board members and our Staff in finalizing additional steps we will take in service of our members and our profession. As Magda Mook, ICF CEO, often tells me, 'never a dull moment at ICF!' 😊

SPEAKING ENGAGEMENTS AND PODCASTS

SPEAKING ENGAGEMENT #1



Paris - What is our responsibility as coaches vis-à-vis sustainability in our work with leaders? (May 2019)





As leaders become coaches at work, it is timely that coaches become leaders, advocating the values they hold near & dear to their hearts and what can do so much good for the world.

Integrity, respect, collaboration and sustainability are amongst them. And ICF France had chosen the devote its yearly 'Spring forum' to the provocative theme, "what is our responsibility as coaches vis-à-vis sustainability in our work with leaders?"

My colleague Catherine Tanneau and myself had the chance to interview a panel of experts and present our take on the theme. Read more [here](#).

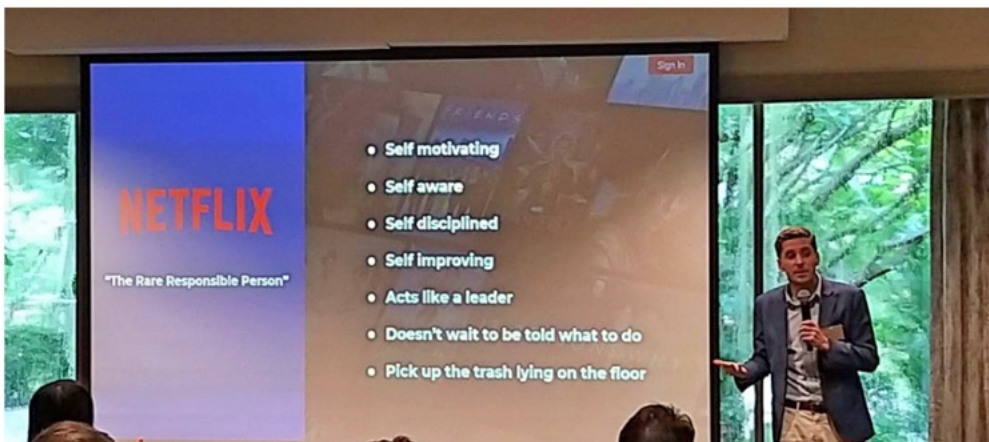
I then had the privilege to intervene alongside the Dalai Lama's French biographer on the rather spiritual theme 'Universal wisdom and responsibility'. What's in a day! 😊



[SPEAKING ENGAGEMENT #2](#)



Bangkok - Build and retain high-performing teams in the tech industry (May 2019)





Patrick Epler- Co-founder and CEO of [North Star Digital](#), a remarkably successful company in Thailand - and I told the story of how Patrick and his leadership team managed to create a coaching-infused culture in the company that attracts, groom and retains very young A-Players that larger enterprises would dream to employ.

Amongst the key-success factors supporting North Star Digital's growth and profitability are:


1. A 'learning factory', with a '16-step program for self-learning' and a vibrant 'book-club'
2. 1-on-1 and team coaching, regular developmental feedback, management skills development, and a safe-zone that enables everyone to be open and authentic
3. Co-development groups, with ownership for the team learning-focus, and weekly managers lunches
4. A coaching culture that supports everyone in their journey in uncharted territory

Read more [here](#).


Track 3 - Education at the Workplace

DUO 2: A Culture of Innovations

16:50 - 17:30



Jean-Francois Cousin
Global Executive Coach
1-2-WIN



Patrick Epler
CEO
North Star Digital

Sustainability for Business Forum 2019 - 30th May @ Mövenpick BDMS Wellness Resort Bangkok

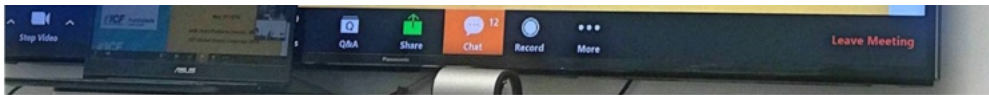


[SPEAKING ENGAGEMENT #3](#)



Australia / New Zealand - Igniting and leveraging your business... Do's and don'ts learnt the hard way! (May 2019)





Starting a business isn't easy but the special luck that new coaches enjoy is the support of an altruistic community: almost all of the established coaches have a mindset of abundance and generously mentor new colleagues. I had the joy to share with my colleagues all across Australia and New Zealand about my hectic start, my many mistakes and the hard-lessons I learnt. And then they offered their own insights as well. Here's the [slide-deck!](#)

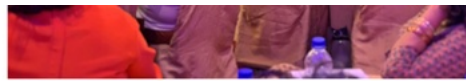
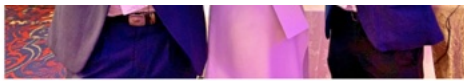


[SPEAKING ENGAGEMENT #4](#)



**Singapore - Leadership lessons from the Silicon Valley...
(May 2019)**





May 3rd was an especially festive day as Singapore ICF Chapter celebrated the International Coaching Week with very rich program. It was also an emotional day of recognition to all Chapter Presidents, and in particular the Chapter's founder, Mr. See Luan Foo, whose wisdom and wits never cease to inspire me.

I had the pleasure to offer two very interactive masterclasses:

1. [Ignite and leverage your business](#)
2. [Leadership lessons from the Silicon Valley](#)

And of course I learnt a lot from the participants. Love and fun were in the room and we even danced! Watch the video [here](#) (start at 1:48).



International Coaching Week

APRIL 29- MAY 5 2019

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*ICF Global Board Chair
ICF Master Certified Coach*



CORINNE WILLIAMS

*Senior Vice President
Leader Services Organisation Solutions*



MANON SWAVING

*Certified Mentor Coach
and Facilitator*



JEDIDIAH ALEX KOH

*C-Suite Executive and
Team Leadership Coach*



RUCHI PAREKH

*ICF Associate Certified
Coach*



CHRIS BALSLEY

*Leadership Coach
MA, LPC, PCC*

GET YOUR EARLY BIRD TICKETS BEFORE 15TH APRIL!
www.icfsingapore.wixsite.com/icw2019

[PODCAST #1](#)



Washington DC - Inviting learners to teach themselves unleashes their best thinking (May 2019)



Happy to share the recording of an impromptu interview about the power of Coaching in inviting "learners to teach themselves" on a street of Washington DC with Gideon Culman 😊

With gratitude to Gideon for creating a space where Magda Mook - ICF's CEO - and I could think at a deeper level about what we care so passionately about!

Excerpt: "when we invite our clients to teach us the solutions to problems that they bring," says Jean-Francois Cousin in this captivating 30-minute conversation with Magda Mook and me, "then we do the best coaching we can ever with that curiosity of the kid, and the challenging spirit of the kid, and the lighthearted spirit of the kid, and then we transform our client into a great teacher and then they learn what they need to learn to move ahead, and from the very best source of wisdom and experience and expertise: Theirs."

Listen to the podcast [here](#).

[PODCAST #2](#)



Bangkok - Where do we start when we are trying to strike work/life balance? (May 2019)

Work-life balance is an ongoing challenge for many leaders and executives around the world. I am glad to share the interview on this topic that my distinguished colleague Paul Marks invited me to yesterday.

He noted, "in this podcast, Jean Francois Cousin share his knowledge and wisdom on the topic and offer some game-changing tips!"

Listen to the podcast [here](#).

NEXT SPEAKING ENGAGEMENTS

UPCOMING SPEAKING ENGAGEMENT #1

June 19 from Shanghai + streamed world-wide

10 insights and 10 tips to coach at your very best



I am excited to be speaking at the 9th annual WBECS Summit on June 19th at 9am ET / 9pm China / 8pm Bkk / 3pm CET.

Registration is free of charge. In this talk, I'll offer "10 insights and 10 tips to coach at your very best, harvested over 10,000 coaching-hours".

You can secure your spot [here!](#)



Jean-Francois Cousin
WBECS 2019 Pre-Summit Speaker

UPCOMING SPEAKING ENGAGEMENT #2

July 1 from Seattle + streamed world-wide

The Value of Coaching in High-Tech, from Seattle, WA



Seattle hosts a number of huge tech companies, Microsoft, Google, Amazon, T-Mobile, Apple, to name a few. I will present briefly about the "Value of Coaching in High-Tech" and then engage in a panel discussion with executives from Microsoft, T-Mobile and other thought-leaders.

Learn more [here](#).

UPCOMING SPEAKING ENGAGEMENT #3

July 11 in Nairobi, Kenya

What's so important in the Leadership-DNA of the Silicon Valley' most admired tech companies, and how it unleashes collective intelligence and boosts their success



11 - 12 July, 2019
Radisson Blu Hotel - Nairobi

THEME: COACHING 360°
Weaving Coaching into the Tapestry of our Lives

Target Audience: CEO's, Directors, Market Place Leaders, HR Professionals, Certified Coaches, Aspiring Coaches, Functional Leaders, SME Owners, Management/Leadership Consultants

SPECIAL FEATURES

Coaching and Leadership:
The magical lever for transformation and execution in the 21st Century

Embedding Coaching in Organizations:
Strategy, standards and systems

Coaching for Millennials:
Leverage through effective multi-generational engagement

Leading into the Future:
Emerging niche coaching markets that will transform Africa



Convener:
Eileen Laskar, MCC
President & Founder
CDI Africa-Coaching Group



Key Note Speaker:
Jean-Francois Cousin, MCC
Global Executive Coach
Chairman - ICF Global Board 2019

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Delighted to visit Kenya again and meet with leaders and fellow-coaches in the first-ever leadership and coaching conference in East Africa!

Learn more [here](#).

UPCOMING SPEAKING ENGAGEMENT #4
July 15 in Russia

10 insights and 10 tips to coach at your best



Learn more [here](#).

UPCOMING SPEAKING ENGAGEMENT #5
August 20 in Bangkok

Coaching: the game changer



4 Sessions

Our world is changing more rapidly and significantly than ever. Hence, business and people are required to effectively adjust themselves and to cope with the 'new world'. Participating in ICF Annual Big Event to more how Leaders can transform themselves and become Game Changers and to understand how Coaching is proven as the most effective way for such transformation. It is The Game Changer for successful leaders and companies in their ever-changing environment!

 <p>09:00-09:15 am Coach KC : Chyapa Kanjanataweewat, President of ICF Bangkok Chapter "How ICF Bangkok Chapter changes the Game in providing services"</p>	 <p>13:30-14:30 pm Mrs. Sirinya (Cindy) Bishop, Coach, Actress, Supermodel, TV Host and Entrepreneur "Social Impact Coaching : How Coaching helps to Shape my Advocacy Journey"</p>				
 <p>09:15-10:45 am Mr. Jean-Francois Cousin, a global executive coach and the Chairman of the Global Board of the International Coach Federation In 2019 "ICF Strategy to boldly lead the future of Coaching in a fast changing world" and "Why and how coaching is helping change the game and enhance the success of Tech companies"</p>	<p>14:45-15:45 pm Panelist with 4 Professional Coaches "How does coaching make game changed ? "</p> <table border="0"> <tr> <td data-bbox="885 367 998 472">  Chadawan Gangaketu MCC </td> <td data-bbox="1104 367 1218 472">  Dr. Siraya Kongsompong PCC </td> </tr> <tr> <td data-bbox="885 535 998 640">  Dr. Montri Saengpatrachai PCC </td> <td data-bbox="1104 535 1218 640">  Dr. Nash Siamwalle ACC </td> </tr> </table>	 Chadawan Gangaketu MCC	 Dr. Siraya Kongsompong PCC	 Dr. Montri Saengpatrachai PCC	 Dr. Nash Siamwalle ACC
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 Dr. Montri Saengpatrachai PCC	 Dr. Nash Siamwalle ACC				
 <p>11:00-12:00 am Dr. Suthisophon Chuaywongyart, CEO of Slingshot Group "The role in helping organization and people transform" "with success stories and research"</p>					

A fun and learning-packed day with thought-leaders from the corporate and the coaching worlds.

Learn more [here!](#)

FOR TRAVEL LOVERS

Postcards

POSTCARD #1

Southern Thailand (April '19)



I have vigorously decided to... do nothing (well, ok, almost nothing 😊) for once as I spend a few days in this small, remote island in the very South of Thailand. Shouldn't we all adopt such discipline regularly? 😊

Here's to wishing you a beautiful, serene day 😊





View the photo-gallery [here!](#)

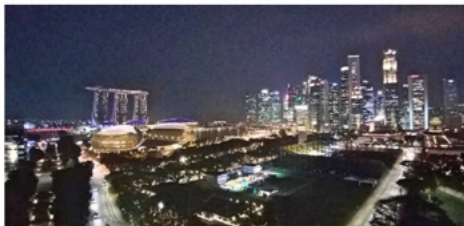
POSTCARD #2

Singapore (April '19)



Singapore's cityscape is more and more stunning, isn't it? And what about 'The Jewel' at Changi T1?

Always happy to be in the Lion city, this time for a fantastic celebration of the International Coaching Week, masterfully crafted by my dear friends from ICF 😊

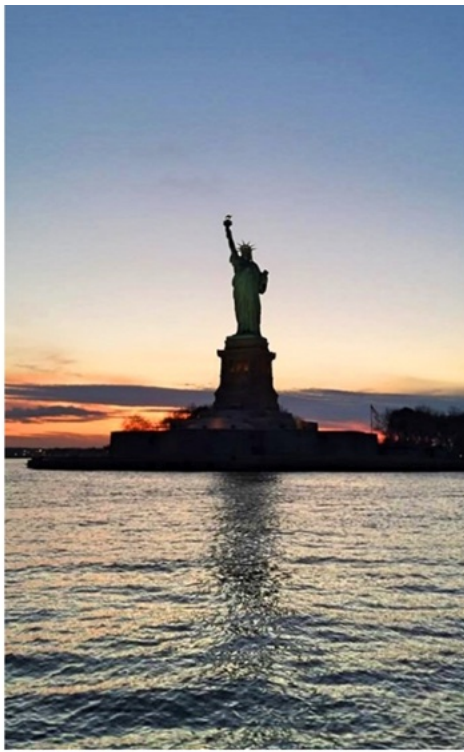


View the photo-gallery [here!](#)

POSTCARD #3

New York City (May '19)





An effective way to beat a 11-hour jet lag - and such an enjoyable reward after a long trip from Bangkok! Sunset cruise around Manhattan on a glorious evening, what's not to love? 😊



View the photo-gallery [here!](#)

POSTCARD #4

Washington DC (May '19)





Summer before summer-time in Washington DC!

Happy to see the Capitol without scaffoldings -for the first time in many years-, scintillating under a summer sun... Close to 30°C! And then to stroll around the much cooler Georgetown quarter 😊 What a very fine city!



View the photo-gallery [here!](#)

POSTCARD #5

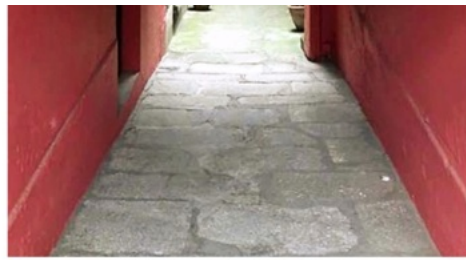
Howth, Ireland (Mar '19)



An invigorating Sunday morning walk in Howth, near Dublin, reminding me of my (nearby) home province, Brittany, in the West of France! Taking-in the full force of Nature - the wind, the waves, the sun... So energizing!

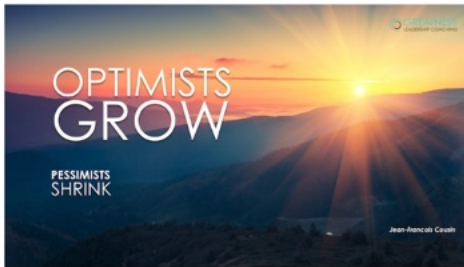
When will you do it again?





View the photo-gallery [here!](#)

QUOTES



Optimists grow. Pessimists shrink.



Authenticity & trust inspire reciprocity.



Happier people forgive more.



Making yourself vulnerable prompts others to help you. Appearing invulnerable leaves you alone.



Only authenticity and caring about others bring sincere followers to a leader.



Leadership is like a dance. Sometimes you lead. Sometimes you follow.



Accepting our imperfections is our first step towards unleashing our greatness.



Self-Leadership is our toughest challenge. It's reward? Authenticity. They key to leading at higher levels.

FOR YOUR INSPIRATION

RESOURCE 1

Probably the best Coaching conference so far!
Prague, October 23 - 26, 2019



Shall we meet, learn and celebrate together with well over a thousand coaches from around the world, in beautiful Prague on 23 - 26 October at Converge 19, probably the best Coaching Conference ever? 😊

Check the program [here!](#)

Please note that the earlier you register, the lower the ticket price 😊

RESOURCE 2

Experience Coaching!
A video adventure



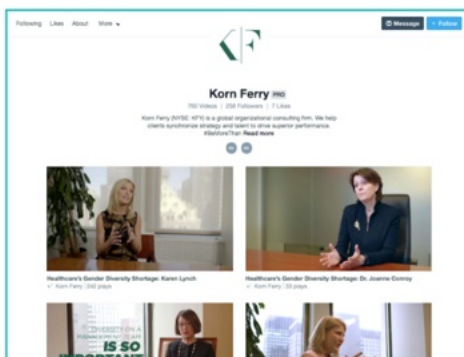
Enjoy a 12-week series that features the struggle, deep insights and successes of people being coached around the world.

The series starts in New York City and will take your all the way to the Middle East.

Enjoy the adventure [here!](#)

RESOURCE 3

Korn Ferry Video Library



Korn Ferry offers free access to an ever growing number of videos.

See them all [here!](#)

2 examples here:

- [The self disruptive leader](#)
- [HR agility in a volatile world](#)

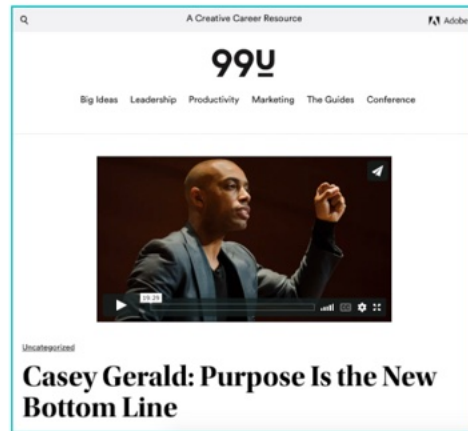
RESOURCE 4

There's a new way of changing the world, and each of us has a part to play. In this talk, Harvard and Yale graduate Gerald Cassey shares his story and offers the three pillars of this "New Playbook of Change."

Watch Gerald's talk [here](#).

More 'big ideas' at 99U by Adobe [here](#).

Purpose is the new bottom line



Greatness Newsletter March 2019 Edition

'Well-being is a vital part of leadership because only leaders who are well can successfully lead others.'

- Whitney Hopler

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



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.

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