



## TIME FOR BRAVE AND BOLD DECISION-MAKING!

### *Tips to ensure our comeback's stronger than our setback*

Greetings to you and your loved ones!

I hope you are well and safe.

We've reached the Covid economic-crisis' tipping-point: that time for future-shaping decision-making. The assumptions we make about the future will likely be self-fulfilling prophecies:

- We can make fear-anchored, timid decisions to just survive a recession; then a deep recession will ensue, damaging the livelihood of billions of people *or*
- We can strive to establish clarity in chaos, find out a daring, winning way-forward, make brave and bold decisions, and take massive action; then a healthier new economy will surge in the 'next normal'

Obviously, coaching enables people to establish clarity in chaos, find out a daring, winning way forward, take brave and bold decisions, and take massive action. And that's why my clients and I are agreeing about this equation and its implication...

**Leadership without great coaching skills in the 'next normal' = 0 A.C.E.\***

**=> no strong comeback**

**(\*A.C.E. = Agility + Collaboration + Engagement)**

Do you agree too?

This crisis-edition of my newsletter is dedicated to helping you (you guessed!) establish clarity in chaos, find out a daring, winning way forward, take brave and bold decisions, and take massive action 😊

You'll find new, dedicated sections for leaders and for coaches, offering 'great practices' and 'useful resources'. You can dash to yours right away! I hope you'll enjoy them.

Do stay safe, well, proactive and inspired! Better times will come for the brave and bold, and you'll be ready to make the best of the next normal! 😊

Warmly,  
Jean-Francois Cousin, MCC

PS 1: I am delighted to invite leaders and coaches alike to the 3rd public edition of my Coaching Masterclass, starting June 30th, with a special focus on "Coaching skills for Leadership in crisis". Discover more about it [here](#).

Timeo-Performance presents  
**MASTERCLASS**  
**UNLEASH THE GREAT COACH WITHIN YOU**  
With Master Coach Jean-François Cousin  
Special Edition - Coaching skills for Leadership in the "New Normal"

**BOOK NOW**  
Limited seats  
For Managers, HR Professionals, Internal & External Coaches

7 Weeks Class | 100% online with interactive classroom sessions | Team of coaches to support you | ICF-accredited 8 CCE units | Certificate | Community

PS 2: We have just developed a corporate version of the Coaching Masterclass at the request of companies having registered managers to the first 2 public editions. Should you wish to gear groups of leaders with coaching skills for crisis-time, I will be delighted to demonstrate how the coaching masterclass achieves that. We will schedule a video call with you at your convenience. Meanwhile, here's a [preview](#).

"With wisdom and context from a long and successful business career, Cousin has painted a vivid picture of how to enact change effectively."  
Marshall Goldsmith  
THINKERS 50  
#1 LEADERSHIP THINKER

**Jean-Francois Cousin**  
Speaker, Author and  
Global Executive Coach, MCC

## GREAT PRACTICES FOR LEADERS AND COACHES IN THIS CRISIS-TIME

### Great Practices for Leaders

COACH vs.  
SUCCESS TIPS for MANAGERS & COACHES  
throughout SOCIAL DISTANCING  
With Jean-Francois COUSIN, MCC  
April 2nd, 2020

**Coach vs. chaos: success tips for leaders to coach well in a crisis**

In this 75-minute session, learn:

- Practical tips to coach effectively

### Great Practices for Coaches

ICF:WBCEs  
Presenter: Jean-Francois Cousin  
COACH vs. CHAOS  
Crisis-tested tips to co-create enduring value with overwhelmed clients in a disrupted environment

**Coach vs. chaos: crisis-tested tips to coach overwhelmed clients**

Discover "5 great practices and a demo" @18:52 and enjoy a unique 'group

- Practical tips to coach effectively across distance during the Covid-19 crisis
- Pitfalls to avoid: the mistakes you might make without knowing
- Must-do's: practical coaching techniques that you can implement easily
- And more!

Watch the video [here](#) and read the slide-deck [here](#)



## 9 leadership tips to build-up an agile organization in crisis

Learn how you can practically:

1. Let your team go, to see how far they can go by themselves
2. Nurture the belief that we can win in any circumstances
3. Build genuine trust amongst your team-members
4. Build team-players who drop the 'me' for the 'we'
5. Require people to think deeper and differently
6. Value initiative, experimentation and courage
7. Favor diversity
8. Nurture productive conflict
9. Probe business cases ruthlessly

Read more [here](#)



## Leading a team, Avenger's Style!

Watch the video [here](#)



coaching moment @38:57 for the 2,700 participants attending the webinar 😊

Watch the video [here](#) (content delivery actually starts at 4:15)

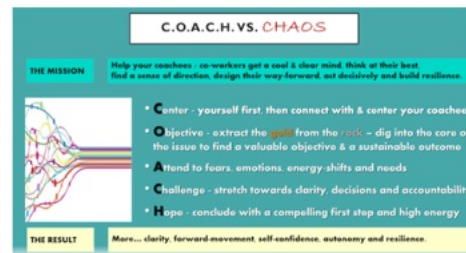
Please share with all coaches you know! 😊



## (in French) Le Coach vs le chaos de la distanciation sociale

Retour d'expérience et bonnes pratiques pour coaches et dirigeants

Watch the video [here](#) and read the slide-deck [here](#).



## Don't be a 'nice' coach - instead, dare to challenge boldly!

Listen to the podcast [here](#)





## 10 simple motivation tips (at zero-cost)!

Money can be over-rated... when it comes to motivating people. Really, when it comes to people engagement, money is like sugar: it's sweet, but the taste quickly disappears. So without monetary rewards in the equation - what can you do to motivate the people around you?

Check it out [here](#)



## Learn from the mistakes and learning I made as I was growing my coaching business

If you wish for a laugh and some learning tidbits, listen to Stephen Clement's podcast and hear about "some of the mistakes and learnings I made as I was growing my business, the importance of authenticity, finding your niche and how I missed out on a dream gig which would have involved coaching in the Maldives" + some thoughts on the future of coaching and how this may be disrupted by technology such as AI.

Listen [here](#)

# USEFUL RESOURCES FOR LEADERS AND COACHES IN THIS CRISIS-TIME

## Useful Resources for Leaders



### Getting ahead of the next stage of the coronavirus crisis

McKinsey recognizes that most companies will be very vulnerable to the economic fallout of extended public- and employee-isolation measures. As the number of issues your business is facing will likely rapidly escalate, these are practical steps you can take to help stay ahead:

First, launch a 'plan-ahead team' to get ahead of the next stage of the crisis.

Then:

1. Gain a realistic view of your starting position
2. Develop scenarios for multiple versions of your future
3. Establish your posture and broad direction of travel

## Useful Resources for Coaches



### L&D in a new decade: taking the strategic long view

Main points:

- L&D continues to garner both budget and buy-in
- Industry standards for measuring impact and engagement have yet to emerge
- Tap managers to drive engagement and create a culture of learning
- Digital transformation is catalyzing an upskilling and reskilling revolution

Read the full report [here](#)

- direction of travel
- Determine actions and strategic moves that are robust across scenarios
  - Set trigger points that drive your organization to act at the right time

And, of course, stay ahead in the race against time

Read the full report [here](#)



### Trigger your best 'out-of-the-box' thinking...

So necessary to find your way forward!

"Why the majority is always wrong" by Paul Rulkens.

Watch this thought-provoking and humorous talk [here](#)



### Data for your strategic planning

OECD's June 2020 Economic Outlook Report "The world economy on a tightrope"

Read the executive summary [here](#), very graphic and easy to read - I did not say pleasant, for the outlook is really grim, unless brave and bold decisions are made now.

Full report [here](#)



### 10 easy activities to enhance your inner-peace & mindfulness

I hope some will help you navigate even better our prolonged crisis period!

Read the article [here](#)



### Imperatives in reskilling workforces

Adapting employees' skills and roles to the post-pandemic ways of working will be crucial to building operating-model resilience.

Here is McKinsey's take on what it will take from leaders, notably building "New skills for the 'distance economy'", managing the "Imbalances in talent supply and demand" + "Six steps to reskilling" including "Act like a small company to have a big impact" and "Protect learning budgets (or regret it later)"...

Read the full report [here](#)

# FOR YOUR INSPIRATION

## LEADERSHIP AND COACHING QUOTES



To help someone improve, start with growing their self-esteem  
Then they'll help you help them  
With whom can you do so today?



You will be offered an abundance of choices today - make them with kindness at heart



Successful leaders discard the mundane to focus on what matters most



How about doubling your time spent in what makes you happy?  
And boldly starting today?



Optimists grow  
Pessimists shrink



Givers offer a legacy  
Takers suffer acrimony



Successful leaders let go of their fear of failure and seize mistakes as sources of growth



Helping others' play at their best elevates you  
Not playing the smartest guy in the room

LET'S RESPECT & ENJOY THE BEAUTY OF OUR PLANET AND FELLOW HUMANS MORE THAN IN THE PAST



Enjoy a [virtual tour](#) of every national park in the U.S.!

**SEE YOU SOON, MY FRIENDS!  
BETTER TIMES ARE COMING AND WE'LL GET TOGETHER AGAIN!**





View my [full gallery of images](#) on Facebook!

"Collaborative" "Inspiring" "Incredible" "Meticulously designed"

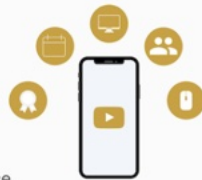
# 7 reasons why you should join our 7-week Coaching Masterclass

For **Managers, Leaders, Trainers and Coaches** from all over the world

## Online social learning

with a top notch learning platform – just what you need while you are at home

Anywhere, Anytime, Any Device.



## Designed & delivered by Master Certified Coach Jean-François Cousin

with over 12,000 hours coaching experience

2019 Chairman of the Global Board of the International Coach Federation (ICF)



## A perfect learning mix

of knowledge sharing, practical tips, coaching demos and interactions as well as live classroom team exercises



## Extensive content supported by a team of professional coaches

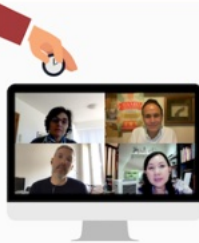
3 Live Interactive Sessions  
29 gamified activities  
32 videos  
172 pages of downloadable templates  
...and more!



## Flexible schedule

to fit in your daily routine

All Live Interactive Classroom Sessions conveniently cover all global timezones wherever you are.



## A community of learners from all over the world

Classroom experience with Social Interactions with other students and buddy exercises

Join the adventure and the alumni network of leaders, managers and coaches of the Masterclass



## ICF-accredited Masterclass

ICF-approved Programme:  
8 CCE Units and certificate



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Available at  
**amazon**

## GAME CHANGERS AT THE CIRCUS

There are autocratic lions, peace-loving elephants, nonchalant chimps, eager beavers, single-tracked eagles, and self-centric snakes in the same workplace.

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

Will you be a game changer at your circus?

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## Here's to the Greatness in You!

Reach out to us at [jfc@1-2-win.net](mailto:jfc@1-2-win.net) to learn more about our services

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 LEADERSHIP FOR  
GREATNESS



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