



42 insights to unleash more of your Greatness

"Our greatness has always come from people who expect nothing and take nothing for granted - folks who work hard for what they have, then reach back and help others after them."

- Michelle Obama -

A warm welcome to this *special* newsletter!

Being a 'learner from leaders' greatness' is both a reward and an effective posture for a coach. This edition offers some of the most valuable learning I gained from the leaders I served along my first 10,000 hours on the job (*yes, I know, that doesn't make me any younger!* 😊)

You'll discover:

- 10 wise insights about great leaders' character
- 10 wise insights about great leaders' growth-boosters
- 10 wise insights about great leaders' relationships with others, and
- 12 Greatness boosters and busters

This newsletter also features '*Why and how coaching sustains the success of the world's most admired companies*' and '*The impact of the boss' posture on employees' behaviors... and how to adjust it to trigger collaborative and agile behaviors*'.

And then you can enjoy (colorful) 'postcards' and quotes, resources and inspiration from a variety of sources, including BCG Henderson Institute and Bain & Company, and -in mark of respect for the great Statesman he was-, Senator John McCain's concession speech to Barack Obama in 2008, as well as President Obama's eulogy at the Senator's funeral.

Happy reading and my very best wishes to you for the last quarter of 2018! 😊

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



COMMIT TO
**CHANGE
THEIR GAME**
FOR GREATER
OUTCOMES

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?

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POPULAR ARTICLES

Wise Insights from Great Leaders, harvested along 10,000 coaching hours



Wise Insights from Great Leaders, harvested along 10,000 coaching-hours

Here are wise insights the leaders I served offered me -profound gratitude to them! :

10 WISE INSIGHTS ABOUT GREAT LEADERS' CHARACTER

1. It's all in a name: **L.E.A.D.E.R...** Love, Enable, Assemble, Dare, Embolden, Reach.
2. Optimists grow; pessimists shrink.
3. Great mess and distress precede Greatness and Success. Press ahead!
4. Winners just fight longer.
5. Seeking perfection is a delusion. Mastering 'good enough' overall is *the* way to success.
6. Successful leaders embrace mistakes as sources of growth, thereby overriding their fear of failure.
7. Leadership is like a dance; sometimes you lead, sometimes you follow.
8. Successful leaders discard the mundane to focus on what matters most.
9. Givers draw a legacy. Takers draw animosity.
10. L&P improve P&L; embed Love & Purpose into your business.

10 WISE INSIGHTS ABOUT GREAT LEADERS' GROWTH BOOSTERS

1. Great leaders are great learners.
2. To bolster your strengths, make yourself vulnerable.
3. Self-awareness and self-acceptance breed growth and healthy self-confidence. Find out what you can still learn or accept about yourself.
4. The more you **know** yourself, the more you'll **know** others
The more you **accept** yourself, the more you'll **accept** others
The more you **respect** yourself, the more you'll **respect** others
The more you **trust** yourself, the more you'll **trust** others
5. Drop your mask, dare to be humble, and open up; only *then* can others truly connect with you.
6. Making excuses or blaming others belittles you. Taking responsibility strengthens you.
7. Self-leadership is your toughest challenge. Its rewards –Authenticity and Humility- are keys to lead at higher levels.
8. Allow those who disagree with you to teach you something useful.
9. Kick-out your **bitter** part: it disables your better parts.
10. Allow yourself to disconnect regularly... to then better reconnect, with yourself and with others.

10 WISE INSIGHTS ABOUT GREAT LEADERS' RELATIONSHIPS WITH OTHERS

1. Authenticity and caring about others offer a leader *sincere* followers.
2. Humility and trust trigger reciprocity.
3. Making yourself vulnerable prompts others to help you. Appearing invulnerable isolates you.
4. Helping others' play at their best elevates you; playing 'the smartest guy in the room' does not.
5. Partner with others to unleash and combine all of your talents, and you'll shine together—and individually— way more than by playing alone.
6. Over-protecting others prevents them from growing.
7. Great leaders see Greatness in others and unleash it.
8. Everyone chooses as 'best boss ever' the One who helped them grow the most. It's never too late to become 'that One'.
9. To help someone improve, start with growing their self-esteem. Then they'll help you help them.
10. Your *double-A* gift to others: undivided **A**ttention + unlimited **A**ppreciation

I am curious to know which of those 'wise insights' will resonate the most with you, and which ones you could add to the list!

You are most welcome to share [here](#) :)

POPULAR ARTICLES

12 Greatness Boosters and Busters



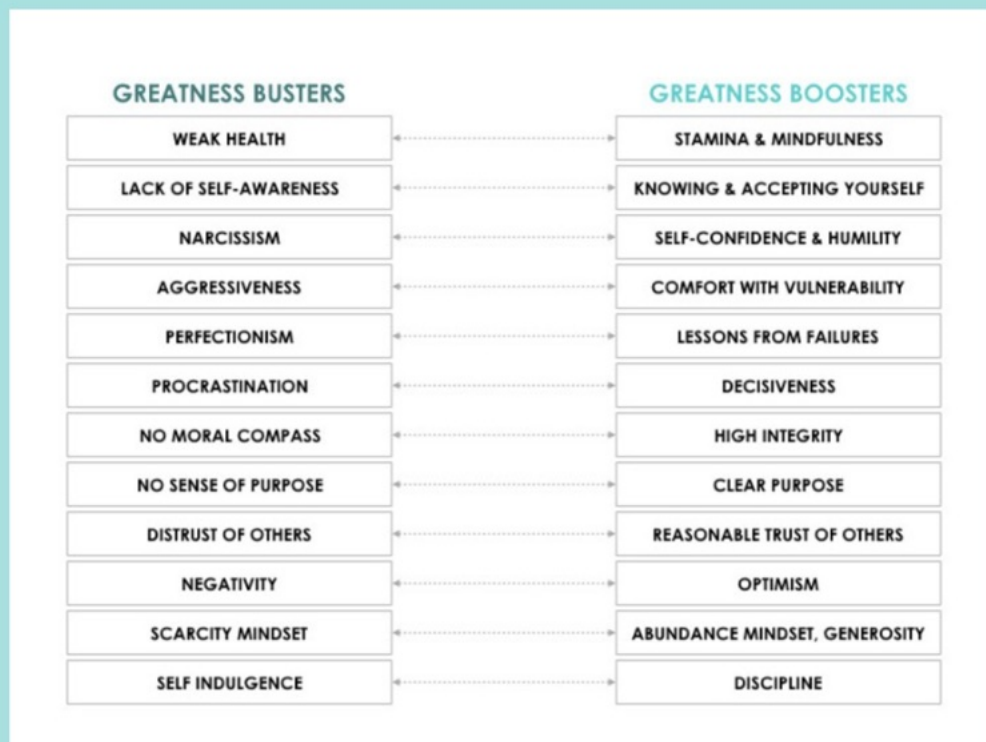


12 Greatness Boosters and Busters

WHAT TRIGGERS UNDER-PERFORMANCE ON YOUR PART?

WHAT ENABLES YOUR 'A-GAME'?

Over the 10,000 coaching hours I just completed, I spotted 'Greatness Busters' and 'Greatness Boosters' in the leaders I served; here are 12 of them 😊

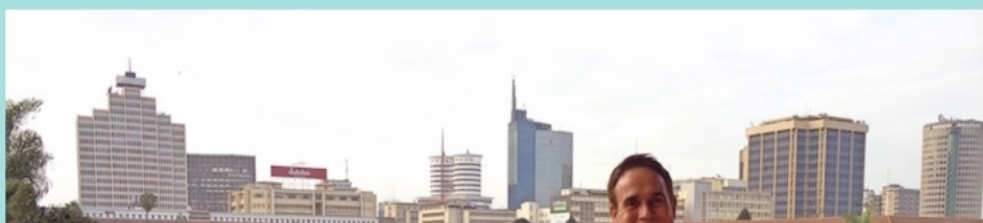


Where are you along the spectrum between them?

Which 'Greatness Busters and Boosters' most resonate with you and which ones would you add? Feel free to share your thoughts [here!](#)

SPEAKING EVENTS

Nairobi, Kenya - August 2018





Why and how coaching sustains the success of the world's most admired companies

"Wealth, if you use it, comes to an end; learning, if you use it, increases."

Swahili proverb

It was a very inspiring moment to interact with over 500 passionate Kenyan HR Leaders in Nairobi and to be uplifted by their beautiful energy. I am so grateful for the honor!

We discussed first how our fast and furious VUCA world has invalidated leadership as we knew it in the past decades and how organizations now crucially need to embed in their leaders the beliefs and behaviours that will change the game in their business and enhance engagement, creativity, accountability and collaboration among all stakeholders.



We looked at management and leadership models at Google, Amazon, Apple and Netflix and I drew from my experience as well as from recent corporate surveys and ICF latest research, to demonstrate why and how coaching sustains the success of the world's most admired companies, and how coaches and HR Leaders can up their game to serve at their best.

Download the slide-deck [here](#).



SPEAKING EVENTS

Bangkok, Thailand - June 2018

The impact of the boss' posture on employees' behaviors... and how to adjust it to trigger collaborative and agile behaviors

At an intense, private evening (hence no photos) with 'business angels' in Bangkok, we discussed - amongst other ideas-

- 8 traits of a manager enabling higher confidence, agility in thinking and collaboration in their subordinates
- Practical tips to accelerate the development of employees on the job
- How to make unacceptable behaviors become *uncomfortable*
- The power of a 'repeat question'

Learn more by downloading the slide-deck [here](#).

SPEAKING EVENTS

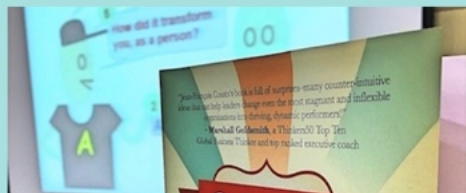
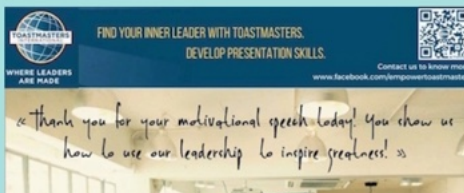
Bangkok, Thailand - May 2018



Why and how Coaching brings out your inner Leader

Much fun with the friendly and enthusiastic '[Empower Toastmasters Club](#)' members along a super short, story-telling style talk about 'why and how Coaching brings our your Inner Leader'.

Download the (super short) slide-deck [here](#).





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- Develop presentation skills
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With Our Special Guest:
Jean-Francois COUSIN, Keynote Speaker, global executive coach passionate about unleashing people's greatness. He served over 800 executives on all continents (www.greatness.coach).

POSTCARDS



Postcard #1 - Zanzibar, Tanzania

Greetings from Zanzibar where I practices the Art of Doing Nothing... ('Wu Wei') for once! 😊 Have you tried it lately? Isn't it worth calendarizing it? Now?

Check out my snapshots [here!](#)

Postcard #2 - Serengeti, Tanzania

"How to kiss like a lion!" Enjoy the tutorial! I was just so lucky to be 3 meters away from the 'teachers' in Serengeti, Tanzania 😊 Are lions more tender than we think after all? Watch out and decide! Then perhaps reassess - within reason - your most aggressive colleagues 😊

Watch the video [here!](#)



Postcard #3 - Amboseli, Kenya

Greeting from Kenya! "To get lost is to learn the way", as the African proverb goes, and get lost we did (my driver, my guide and I) in the immensity of Amboseli park as we were trying to find 'short-



Postcard #4 - Stockholm, Sweden

"Happiness is good health and a bad memory" and "Be yourself - the world worships the original", once said the wonderful Swedish actress Ingrid Bergman. Cheers to such wisdom and to the many more inspiring things we can enjoy in Sweden!

Check out my snapshots [here!](#)



of Finbuccan park as we were trying to find short cut' to Tanzania... Of course, we 'learnt the way' and got to tell the story 😊

Check out my snapshots [here!](#)



Postcard #5 - London, UK

A summer day in September in London, what's not to love? As Walter Besant famously shared, "I've been walking about London for the last thirty years, and I find something fresh in it every day."

Check out my snapshots [here!](#)

QUOTES



Great leaders are great learners. What will you learn today?



Partner with others to combine and unleash all of your talents and you'll shine together instead of playing alone



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



Allow those who disagree with you, to teach you something useful. What can you learn from them today?





Allow yourself to disconnect in order to reconnect



The ultimate test of your Greatness is how you enable others to be GREAT

RESOURCES

Tools & Inspiration

Tools & Inspiration



Watch Senator John McCain's [2008 concession speech](#)...

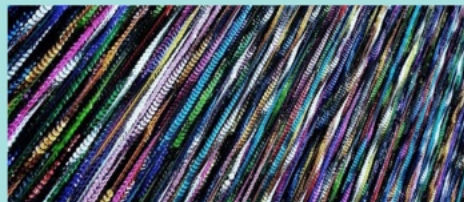


... and President Obama's [eulogy](#) at Senator McCain's funeral



Bain & Company Industry Insights

Bain & Co provide a wealth of thought-provoking insights for almost all industry and service sectors as well as valuable reflections about 'hot' business and leadership challenges. And they regularly post new ones. Check them out [here](#).



Strategy Design and Delivery

The Strategy Lab strives to understand the forces that will come to shape strategy in the decade ahead and pushes new research forward to address the fundamental questions. Do pay their website a visit [here](#).

Media Publication



Recognising toxic leadership

"I am opposed to a paternalistic approach to management. It may sound nice, but it's self-preserving at the expense of employees' growth... it looks caring, but it's selfish and toxic."

- Jean-Francois Cousin

Read the full article on Business Times [here](#).

Extras



The power of inspiration, perspiration and



How diversity makes teams more cooperative

cooperation, in sports and in business
By BCG Henderson Institute

Smart simplicity is an antidote to organizational complexity, bureaucracy, and lethargy. It unlocks latent energy and enthusiasm by encouraging cooperation. Read [here](#).

From TED talks

And one more reason to hire more women!

Watch the video [here](#).

GREATNESS NEWSLETTER
June, 2018

"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

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



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Here's to the Greatness in You!

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