



## Jean-Francois Cousin: a short biography

Jean-Francois Cousin became a professional coach in 2006, in the wake of career in management around the World with a multinational company.

He has coached over 300 executives working in a great variety of positions, most often on leadership development, strategic planning, career orientation, work-life balance and cross-cultural management. His Clients originate from over 20 nationalities – Singaporean, Thai, Chinese, Vietnamese, Indian, European, North American, Australian, Middle-Eastern, Japanese, etc...-

Jean-Francois also regularly coaches executives groups on leadership, strategy, trust and productive conflict, change management and staff engagement.

His frequent cross-cultural workshops have been attended by over 400 executives to date and his public-speaking engagements have attracted over 3,000 participants.

As an executive coach, he is recognized for his tenacious focus on securing meaningful shifts and results for his clients, for his ability to understand quickly the environment and challenges of his clients (leveraging his previous experience in a variety of management roles) and for his sensitivity to cultural differences, also developed throughout his international corporate career.

Jean-Francois has co-authored the first book on [« Coaching in Asia »](#), the definitive guide to the principles and practices of empowering personal and organisational change in Asia.

He is writing a second book (in Thai) with 3 colleagues, entitled « Untold stories of Executive Coaching in Thailand; keys to unlock people's potential ».



Prior to becoming a 'Professional Certified Coach' accredited by the International Coach Federation, he worked for Lafarge, the 'world-leader in building materials'. He occupied management positions in manufacturing, marketing, business development and general management, which took him to the four corners of the globe.

His last corporate assignment was Strategy Vice-President for one of the 4 Divisions of Lafarge, where he helped to anchor solid internal and external growth for the 2 b€ business, and coached Business Unit managers in the 5 continents.

Jean-Francois graduated as an engineer in France and received senior executive education from the Fuqua School of Business at Duke University, USA.

His hobbies include travelling (to over 75 countries) as well as sailing, skiing, reading and movies – which he uses extensively in his executive coaching practice-.

For more information, visit [www.1-2-win.net](http://www.1-2-win.net) and watch [1-2-WIN YouTube Channel](#)

**Pre-coaching career highlights**

Positions	Experience gained
<b>&gt; 2004 - 2006</b>	
<ul style="list-style-type: none"> <li>- <b>Division Strategy Vice-President</b></li> <li>- France, <b>world-wide</b> responsibility;</li> <li style="padding-left: 20px;"><b>Lafarge Gypsum Division</b></li> </ul>	<ul style="list-style-type: none"> <li>- Strategic planning world-wide</li> <li>- Presentation skills, CEO level</li> <li>- Coaching of Business Unit Managers</li> </ul>
<b>&gt; 1998 - 2004</b>	
<ul style="list-style-type: none"> <li>- <b>Managing Director, Thailand</b>; Lafarge <b>Prestia Thailand</b></li> <li>- General Manager, <b>China</b>; <b>Lafarge Onoda</b></li> <li>- Vice-President « Compounds », <b>Asia</b>;</li> <li style="padding-left: 20px;"><b>Lafarge Boral</b></li> </ul>	<ul style="list-style-type: none"> <li>- Profit &amp; Loss responsibility</li> <li>- Business turnaround (from loss-making)</li> <li>- Oversee business in several countries</li> <li>- Merger and acquisition</li> <li>- Investment in China</li> </ul>
<b>&gt; 1995 - 1998</b>	
<ul style="list-style-type: none"> <li>- <b>Marketing &amp; business development</b></li> <li>- Singapore; focused on <b>Asia-Pacific</b>;</li> <li style="padding-left: 20px;"><b>Lafarge Aluminates Asia-Pacific</b></li> </ul>	<ul style="list-style-type: none"> <li>- Marketing</li> <li>- Innovation</li> <li>- Work in multi-cultural environment</li> <li>- Business development</li> </ul>
<b>&gt; 1993 - 1995</b>	
<ul style="list-style-type: none"> <li>- <b>Quality &amp; process manager</b> in factory</li> <li>- France; <b>Lafarge Aluminates</b></li> </ul>	<ul style="list-style-type: none"> <li>- Leadership skills</li> <li>- Motivation of unionized work-force</li> <li>- Project management</li> </ul>

**Some of 1-2-WIN Clients**



## A few Coaching Achievements in South-East Asia

### Coach to the CEO of a large FMCG Multi-National Company in Thailand



The main challenge was to engage the 3,000 employees, whose morale was at an all-time low. The CEO had no prior experience to draw from and was not highly charismatic; having been promoted for his outstanding analytical skills and sharp acumen in strategy. Outcome: he developed an inspiring vision with his Executive Committee, engaged executives in a Company-wide project to generate “leaders” at all levels, and walked the talk relentlessly. 2 years later, the business outperformed competition in its key-markets, staff turnover considerably decreased, and sales grew 15% YOY in a slow economy.

### Coach to Singaporean Managing Director of an IT company during a severe crisis



The main challenges were to (1) identify and focus on real priorities whilst many disturbing events were happening, and (2) enhance the ‘agility’ of departments, as competitors were moving fast and aggressively.

Outcome: the Managing Director was ruthless in investing her time in what mattered most and succeeded in having key-managers stay on board and approach the crisis as an opportunity to get stronger. At the close of the coaching, the Company had secured 4 new key-accounts worth tens of USD-millions and gained 5% market-share in its main market.

### Coach to new expatriate General Manager in Vietnam’s energy sector



The main challenge was to cope with the high-pressure for short-term results from HQ while quickly mastering the necessary shifts in leadership to succeed locally.

Outcome: the GM avoided resorting to the dangerous temptation of “I’ll do more of what’s got me this far” and took the time to build the solid trust of employees and build a platform of shared cross-cultural values across the Company. As a result, the management team became significantly more cohesiveness, and managers became better role-models for their teams. 6 months later, productivity increased by 7% and costs went down by a significant 11%.

### Coach to a 'self-reliant high-achiever' new Expat moving from London to Bangkok,



to head the Marketing Department of a leading Insurance Company

The Expat started without a coach and resorted to a directive management-style and solutions that had brought him success elsewhere. Over his first 3 months in the job he lost 2 senior members of his team, engagement levels dropped dramatically across his Department and the Expat came close to burn-out. Only then did senior management offer him coaching.

Outcome : through coaching, the Client gained awareness of the critical management-errors he had made in his cross-cultural context, went-on to apologise for his misbehaviour -an excruciating step for him-, reflected on his true motivation-drivers and self-limiting beliefs, and defined an action-plan to -first- gain trust from others (and himself), and then engage all co-workers on common goals. The Client’s team offered him a genuine second chance, and they went on to gain share-of-voice and launch a successful TV Commercial.

### Coach to a Sales Director in a Vietnam based pharmaceutical company



Coaching focus was on her 'first 90 days' in role. The Client was overwhelmed by the complexity of the job and uncomfortable with managing her former peers. Outcome: through coaching, she reflected on what "success would look like" in 3 months and in one year, and then identified her critical priorities. One priority being to support her direct reports, as a "servant leader"; another being to deliver quick-wins over the first 3 months in her new position. She moved on to define her action-plan for her 'first 90 days'. She then regularly checked-in with her coach, to assess progress made, acknowledge challenges ahead and explore how to overcome them. Her confidence in her ability to deliver increased quickly, and the 'quick-wins' actually materialised faster than anticipated: notably +15% medical representatives to doctors and +10% listings in major hospitals.

### On-boarding coaching to a Senior Vice-President new to the banking industry



After an early career with the high-tech manufacturing sector in Singapore, the Client joined a multinational bank where he faced a dual-challenge: (1) get a solid grasp of his role in his new environment, and (2) deliver quickly, in a very challenging economic context. The Client was an introvert, tended to avoid conflicts and admitted to being very uncomfortable when communicating with Board Members.

Outcome : coaching focused on self-confidence and communication. The Client used his experience effectively to address the first 2 big cases he encountered. His confidence was further boosted by the positive results of a 360-survey conducted 3-months into his job. Board Members' respect and support then became obvious to the Client.

### Coach to a project-team for the launch of a new car in Thailand



Coaching focused on effective team-work (growing interpersonal trust and ability to conflict productively) and individual accountability.

Outcome: the sales fare exceeded budget, from day-1, and the new car accounts for 40% of the sales, 1 year after launch. It has been the most 'visible' car in co-promotions in Thailand in the first half of 2010. Says the Client: "thanks to this in-depth knowledge of Asia, his successful personal business experience, his mastering of the latest coaching tools and methods and his own inter-personal skill, Jean-Francois has helped me to build a much more efficient team in less than 2 years. The value he has added is acknowledged not only by me but also by all those he has coached; he has earned the esteem and the respect of the local managers who are most grateful for how he managed to help them grow".

## ประวัติโดยย่อ ของ คุณ Jean-Francois Cousin

ฌอง-ฟร็องซัวส์ คูแซง เริ่มเข้ามาทำงานเป็นโค้ชผู้บริหารในปี 2549 เนื่องมาจากความตื่นตัวในการพัฒนาผู้บริหารทั่วโลกของบริษัทข้ามชาติ

ฌอง-ฟร็องซัวส์ โค้ชผู้บริหารมาแล้วมากกว่า 300 ท่าน ในหลากหลายธุรกิจและต่างวัตถุประสงค์ในการโค้ช อาทิ การพัฒนาภาวะผู้นำ การกำหนดเป้าหมายการทำงาน ความสมดุลในการทำงานและชีวิตส่วนตัว และการทำงานในต่างวัฒนธรรม กลุ่มลูกค้าของฌอง-ฟร็องซัวส์ นั้นมีความหลากหลายในเชื้อชาติ ตั้งแต่ ชาวสิงคโปร์ ไทย จีน เวียดนาม อินเดีย ยุโรป อเมริกาเหนือ ออสเตรเลีย ตะวันออกกลาง และญี่ปุ่น เป็นต้น

ฌอง-ฟร็องซัวส์ ยังได้ทำการโค้ชผู้บริหารเป็นกลุ่ม ในด้านภาวะผู้นำ การวางกลยุทธ์ การสร้างความไว้วางใจและการโต้แย้งที่ก่อให้เกิดประโยชน์ การบริหารความเปลี่ยนแปลง และการสร้างความมีส่วนร่วมของพนักงาน การประชุมเชิงปฏิบัติการเกี่ยวกับการทำงานข้ามวัฒนธรรมของ ฌอง-ฟร็องซัวส์ มีผู้บริหารสนใจเข้าร่วมแล้วมากกว่า 400 ท่าน นอกจากนี้ยังมีส่วนร่วมในงานสัมมนาต่าง ๆ โดยได้บรรยายให้ผู้สนใจฟังมาแล้วกว่า 3,000 ท่าน

ในฐานะโค้ชผู้บริหาร ฌอง-ฟร็องซัวส์ ได้รับการยอมรับว่าเป็นผู้ที่มีความมุ่งมั่นและมุ่งมั่นในการที่จะสร้างผลลัพธ์และความเปลี่ยนแปลงสำหรับลูกค้า เขาเป็นคนที่เรียนรู้สถานการณ์และความท้าทายต่าง ๆ ที่เกิดขึ้นกับลูกค้าได้อย่างรวดเร็ว (โดยการใช้ประสบการณ์ตรงจากที่เคยเป็นผู้บริหารในองค์กรมาก่อน) และความรวดเร็วในการรับรู้ถึงความแตกต่างทางวัฒนธรรมที่เป็นประสบการณ์ตรงจากการทำงานในองค์กรข้ามชาติ

ก่อนที่ ฌอง-ฟร็องซัวส์ จะก้าวเข้ามาเป็นโค้ชมืออาชีพที่ได้รับการรับรองจากสถาบัน International Coach Federation เขาทำงานที่ บริษัทลาฟาจ (Lafarge) ซึ่งเป็นผู้นำทางด้านวัสดุก่อสร้าง ในตำแหน่งระดับบริหารด้านการผลิต การตลาด การพัฒนาธุรกิจ และการบริหารจัดการทั่วไป ซึ่งทำให้เขาได้มีโอกาสเดินทางไปทุกทวีปของโลก

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