



Jean-Francois Cousin: a short biography

Jean-Francois Cousin became a global executive coach in 2006, in the wake of career in management around the world with a Fortune-500 company. He is one of the 5 coaches accredited as a 'Master Certified Coach' by the *International Coach Federation* in South East Asia, the highest distinction in the profession.

He has coached over 400 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 hail from over 25 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 500 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 coachees (leveraging his previous experience in a variety of management roles) and for his sensitivity to cultural differences, also developed throughout his international corporate career.

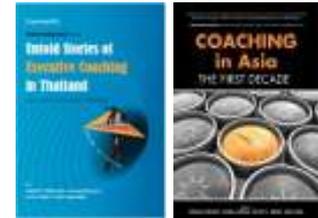
Jean-Francois has coached executives employed (at the time of coaching) by:



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

Jean-Francois has co-authored 2 books: « [Coaching in Asia](#) », the ‘definitive guide to the principles and practices of empowering personal and organisational change in Asia’, and « Untold stories of Executive Coaching in Thailand; keys to unlock people’s potential ».

He writes regular columns on Management & Leadership for newspapers and magazines.



Jean-Francois is an accredited *Extended DISC* consultant & trainer, a certified *MBTI* practitioner, a certified *NLP* practitioner, a certified *Booth 360* feedback coach, and is trained as a ‘Clean Language’ and ‘Emergent Knowledge’ coach. He supervises coaches, is continuously supervised and spends over 80 hours a year for his development.

Prior to becoming an Executive Coach, he worked 15 years 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 (*Ecole Centrale Paris*) 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-.

Pre-coaching career highlights

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

Examples of 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 cohesive, 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".

