

Jean-François Cousin



Jean-François Cousin is a Leadership Development Consultant & Executive Coach with EDA Asia Pacific and based in Thailand. He creates a safe and stimulating space for challenging, high-value conversations with his clients. He believes that each person and each team has the potential for greatness and makes it his mission to support leaders and teams in catalyzing their growth.

Jean-François is particularly successful with CEOs and senior leaders due to his prior career as a senior executive and his ability to quickly understand their environment and pressure-points. Since 2006, he has coached more than 600 clients from more than 50 countries in the energy, manufacturing, fast-moving consumer goods, luxury, human resources, banking, supply chain, services, retail, transport, pharmaceuticals, insurance, IT, engineering, and nonprofit sectors. Specific areas of expertise include leadership coaching and onboarding for CEOs and senior leaders, executive transition, strategic planning, and cross-cultural management. Jean-François also coaches executive teams on trust and productive conflict, effective collaboration, and change management. He authored the book *Game Changers at the Circus—How Leaders Can Unleash Greatness in Their Organizations*, coauthored several other books, and regularly writes columns for the media.

His previous professional roles include executive positions with P&L responsibility. In his last corporate assignment, Jean-François was strategy vice president for one of the four divisions of Lafarge, a leading multinational company in the building materials industry. He helped anchor solid internal and external growth while the business strengthened its presence worldwide, and he coached 32 managing directors over five continents.

Jean-François holds a Master of Science degree in engineering from Ecole Centrale Paris and is accredited by International Coach Federation as a Master Certified Coach. He is certified in several assessments, including Hogan, MBTI®, DISC, and Booth 360. Jean-François coaches in English and French.

Jean-François has visited 75 countries. He enjoys accompanying musicians as a pianist, and volunteer work to help coaches improve their skills.

Professional Experience:

- Global Executive Coach and Managing Director of 1-2-WIN Executive Coaching
- Division Strategy Vice-President, Lafarge
- Vice-President of Compounds, Lafarge Asia
- Managing Director for Thailand, Lafarge Prestia
- General Manager for China, Lafarge Onoda
- Technical Assistance Manager, Lafarge Aluminates Asia-Pacific
- Quality & Process Manager, Lafarge Aluminates (France)

Education/Accreditations:

- MSc. (Ecole Centrale Paris, France)
- Senior executive education, the Fuqua School of Business at Duke University, USA
- Graduate of The International Coach Academy
- Master Certified Coach (MCC) accredited by the ICF (International Coach Federation)

- Certified user of Hogan Suites of Instruments,
- Certified administrator of the Myers-Briggs Type Indicator® (MBTI®)
- Accredited Extended DISC consultant & trainer
- Certified NLP practitioner
- Trained as a 'Clean Language' and 'Emergent Knowledge' coach

Professional Affiliations:

- Practicing Member of International Coaching Federation (ICF)
- Practicing Member of Asia Pacific Alliance of Coaches (APAC)

Client Results:

- **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.
- **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.