



**March 24**  
**Jean-François Cousin**  
**Karl Van Hoey**



**2 MCC's co-facilitating**  
**10.000 coaching members**  
**10.000 coaching errors**  
**10.000 coaching insights !**

**14-15 CET / 7-8am ET / 5-6pm Dubai /**  
**8-9pm Thailand-Indonesia / 9-10pm China**



# 10 INSIGHTS TO COACH AT YOUR VERY BEST

HARVESTED OVER 10,000 COACHING SESSIONS

By Jean-Francois Cousin and Karl Van Hoey, MCCs



—

# Peter Drucker: What business are you in?

---



# 10

INSIGHTS  
TO COACH  
AT YOUR  
VERY BEST

HARVESTED OVER  
10,000 COACHING SESSIONS



***Coaches,*  
what business are we in?**

NEW YORK TIMES AND WALL STREET JOURNAL BESTSELLER

# TRILLION DOLLAR COACH

THE LEADERSHIP PLAYBOOK  
OF SILICON VALLEY'S  
BILL CAMPBELL

ERIC SCHMIDT  
JONATHAN ROSENBERG  
AND ALAN EAGLE



[Book summary](#)



INSIGHT

#1

# COACHING IS AN ACT OF UNCONDITIONAL LOVE

Choose to love your client's inner greatness... and it will emerge!

In other words, when you expect the best from your clients, they bring it on



# 10

INSIGHTS  
TO COACH  
AT YOUR  
VERY BEST

HARVESTED OVER  
10,000 COACHING SESSIONS



***Coaches,***  
**How do you *feel* in the first second  
you meet your client for a session?**





---

**“BEING DEEPLY LOVED BY  
SOMEONE GIVES YOU  
STRENGTH, WHILE LOVING  
SOMEONE DEEPLY GIVES YOU  
COURAGE.”**

---

LAO TZU

1-2-WIN Co., Ltd.  
119/1 สุขุมวิท ซอย 22

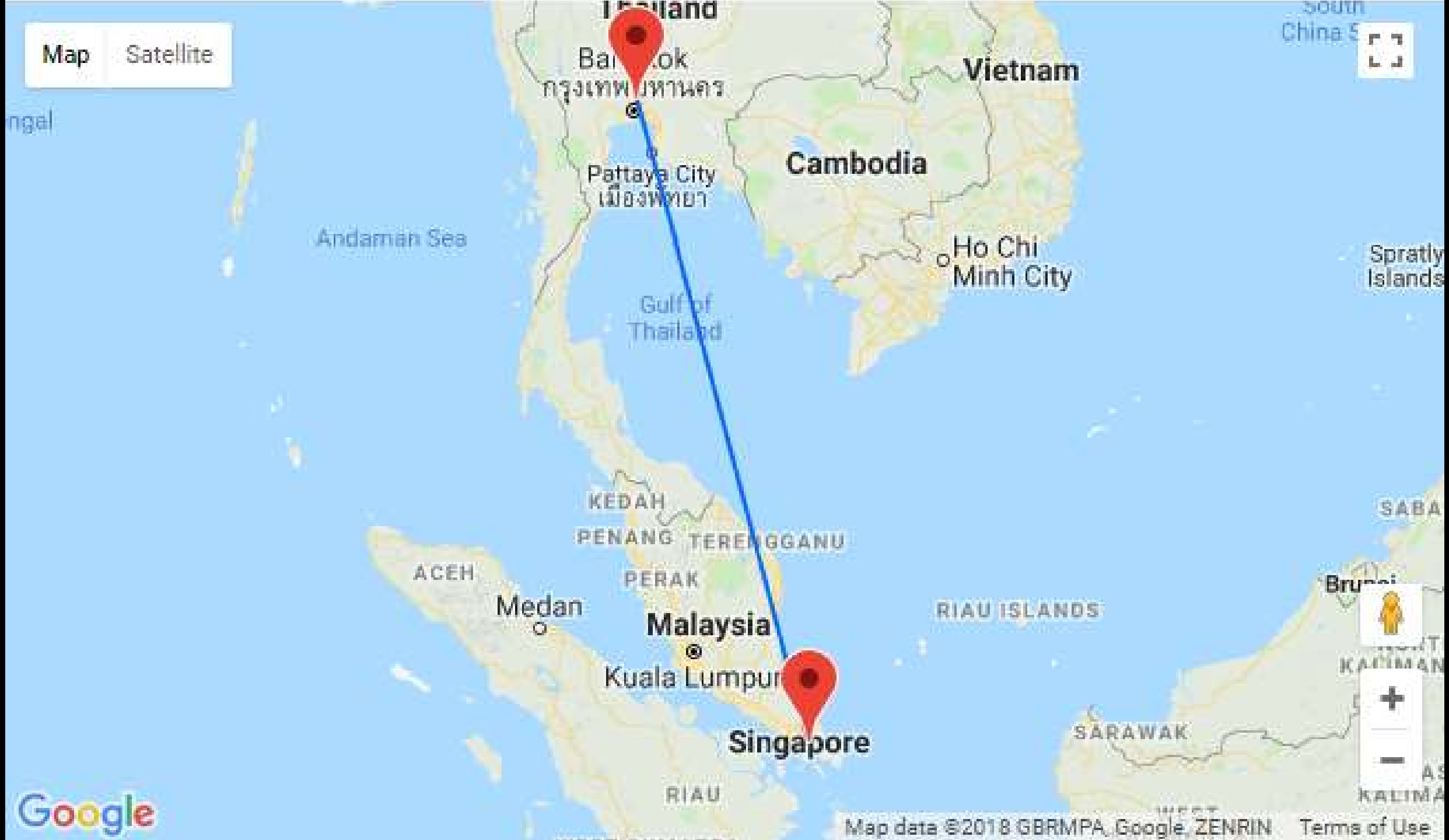
119/1







Map Satellite





INSIGHT

# #2

## THE DEFINITION OF COACHING...

by the International  
Coaching Federation is  
just SPOT\_ON!

*“Coaching is partnering with  
clients in a thought-  
provoking and creative  
process that inspires them to  
maximize their personal and  
professional potential”*

<https://coachfederation.org/about>



INSIGHT

# #3

## BE AUTHENTIC, HUMBLE AND VULNERABLE

That gives permission to your clients to be the same, and then great coaching work can start!





INSIGHT

# #4

## GO DEEPER, SOONER

Be prompt to explore in depth what's behind the issue a client brings to the session



INSIGHT

# #5

## DANCE WITH YOUR CLIENT

Invite your client to partner with you in co-creating the next steps of the session

Ask them, “What’s the best next question for us to ponder?”





<https://www.youtube.com/watch?v=rrVtWTRkFB4> Start @ 2:00

INSIGHT

# #6

## SILENCE IS EMPOWERING

Let the silence do the heavy work.

Let your eyes ask the questions – *they* will not 'pollute' your client's thinking with extraneous words



INSIGHT

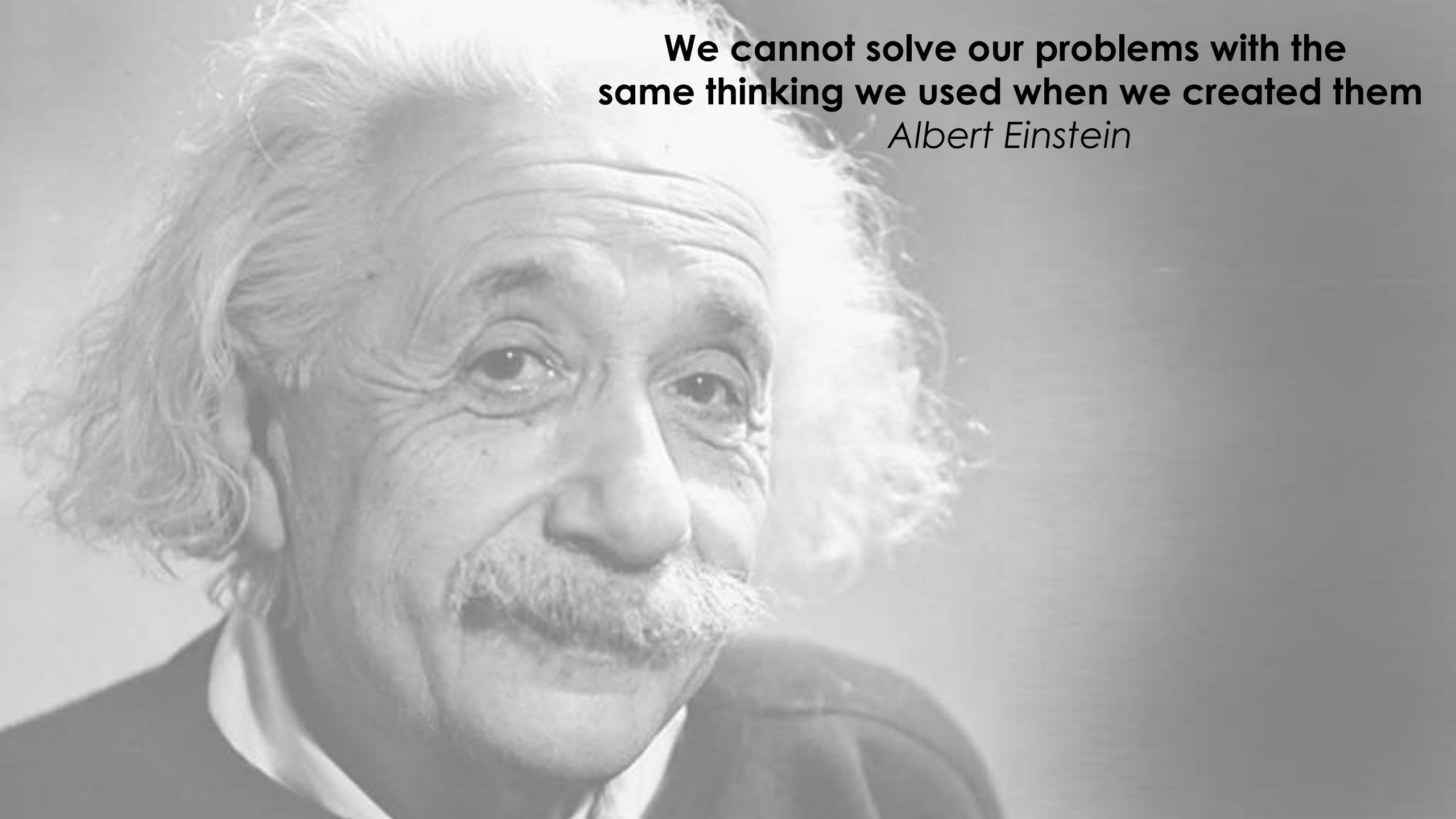
# #7

## STEP BACK ENOUGH

Notice the patterns and the discrepancies in your client's thinking, energy, emotions and behaviors

Ask for permission to share them for your client's feedback 😊





**We cannot solve our problems with the  
same thinking we used when we created them**

*Albert Einstein*

INSIGHT

# #8

## MAKE YOUR CLIENT YOUR TEACHER

Just be a curious and  
demanding 'student'!

Great coaching unfolds  
when the coach invites the  
client to 'teach' the solution  
to the problem being  
explored

Deeper dive in this podcast:  
<http://wheregeniusgrows.libsyn.com/66-magda-mook-jean-franois-cousin-letting-learners-teach-themselves>



INSIGHT

#9

GREATNESS  
LEADERSHIP COACHING

**YOUR PRESENCE  
AND YOUR  
INTENTION  
MATTER A LOT  
MORE THAN  
YOUR QUESTIONS**

As long as your intention is to help and stretch your client, s/he will do great work!





INSIGHT

# #10

THE LESS YOU  
'WORK' IN A  
SESSION, THE  
MORE YOUR  
CLIENT DOES,  
AND THAT'S WHAT  
MATTERS....

... because it is your client  
who can – and must – do  
the best work!

BE PRESENT

BE CALM

BE RELAXED

JUST BE



# 10 INSIGHTS TO COACH AT YOUR VERY BEST POLL

*Which ones of these insights is the most important to you at the moment?*

**Insight #1 - Coaching is an act of unconditional love**

**Insight #2 - Coaching is anchored in Partnership (ICF definition)**

**Insight #3 - Be authentic, humble and vulnerable**

**Insight #4 - Go deeper sooner**

**Insight #5 - Dance with your Client**

**Insight #6 - Silence is empowering**

**Insight #7 - Step back enough**

**Insight #8 - Make your Client your teacher...**

**Insight #9 - Your presence & intention matter more than your questions**

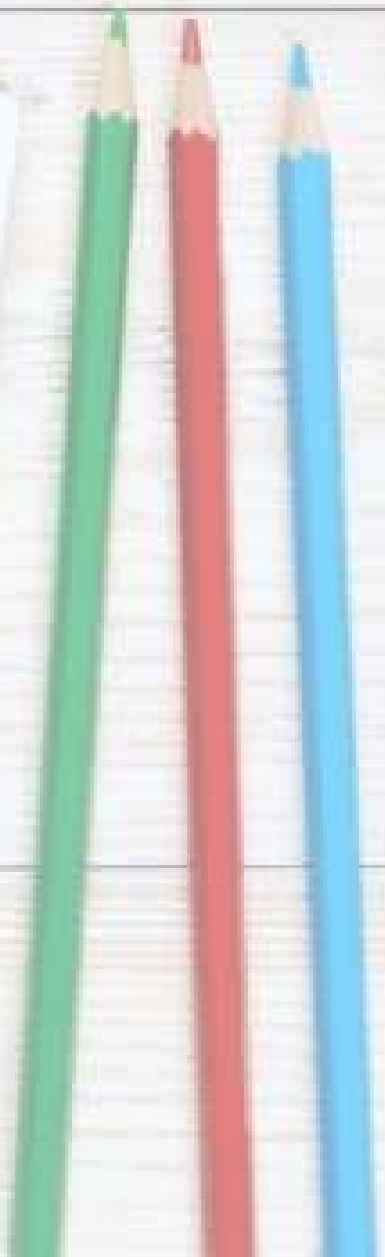
**Insight # 10 - The less you 'work' in a session, the more you Client does, and that's what matters...**

Handwritten spiral binding on the left side of the page.

Q

&

A



*“Twenty years from now you will be more disappointed by the things you didn’t do than by the ones you did.*

*So throw off the bowlines. Sail away from the safe harbor. Catch the trade winds in your sails.*

*Explore. Dream. Discover.” - Mark Twain*





**March 24**  
**Jean-François Cousin**  
**Karl Van Hoey**



**2 MCC's co-facilitating**  
**10.000 coaching members**  
**10.000 coaching errors**  
**10.000 coaching insights !**

**14-15 CET / 7-8am ET / 5-6pm Dubai /**  
**8-9pm Thailand-Indonesia / 9-10pm China**

# 10 TIPS TO COACH AT YOUR VERY BEST

HARVESTED OVER  
10,000 COACHING SESSIONS



TIP

#1

## HELP YOUR CLIENTS BE FULLY PRESENT

At the beginning of a session, offer them a chance to relax and clear their mind so that they can concentrate on the work





TIP

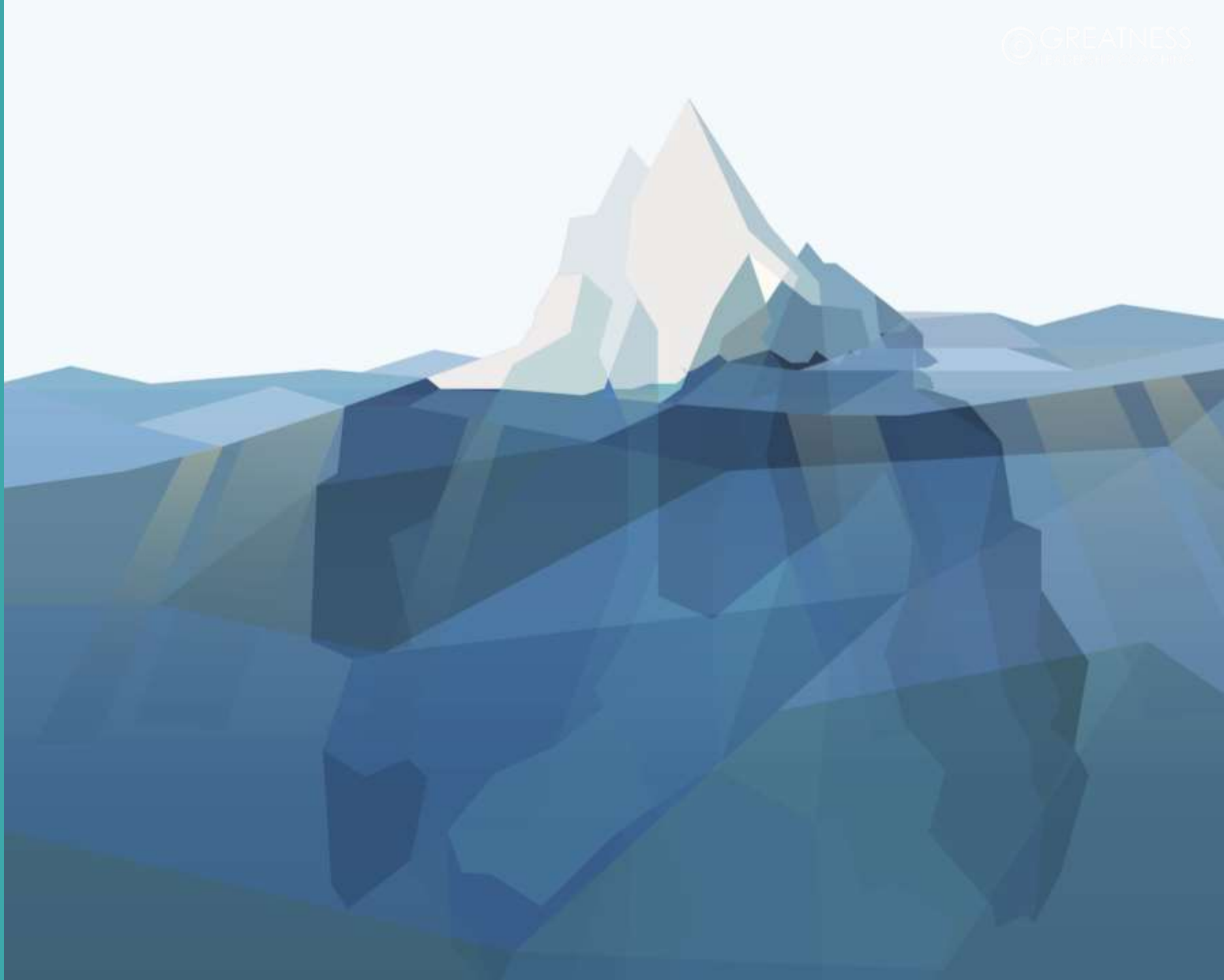
# #2

## ‘CONTRACT’ IN DEPTH

What clients wish to explore - at the beginning of a session - is usually the tip of the iceberg

Dig deeper and ask them ‘how is this important to you?’ or ‘what could this be about, at a deeper level?’

That helps ensure that your contracting yields a workable objective of *real* value to your client!



TIP

# #3

**DON'T WORRY IF  
YOU DON'T FULLY  
UNDERSTAND  
YOUR CLIENT,  
NOBODY DOES**

And you never will anyway! 😊

Co-creating value with and for  
your client is your only  
responsibility



TIP

# #4

## MAKE SURE YOU ARE NEVER IN THE WAY OF YOUR CLIENT'S THINKING

Remember the ICF's stance  
always:

“Coaches honor others as  
creative, resourceful, and  
whole.”



TIP

# #5

## LET SILENCE DO THE HEAVY WORK FOR YOU!

The more you talk, the bigger the risk that you pollute the thinking of your Client.

“Young” coaches tend to speak 10-times too much.

Let go of your insecurities so that you can then listen holistically



TIP

# #6

## LET THE CONVERSATION INSPIRE YOUR NEXT QUESTION 'ORGANICALLY'

Don't work out your questions, just give them time to surface to your mind.

Trust your intuition!



TIP

# #7

## BE HUMBLE

Say “I don’t know” when you don’t know

Say “I am lost” when you are lost

Say “I don’t know which question to ask next” when you don’t.

Don’t worry when your questions don’t work, laugh about them with your client 😊 and then ask them “what’s a better question to ask you?”



TIP

# #8

## DO A MID-WAY CHECK

Half-way along your session, ask your client:

- “where s/he is vis-à-vis his/her objective”,
- “what s/he has learnt so far”, and,
- “what will be the best use of the time remaining”

If the client hasn't found value in the first-half, isn't it good to know and timely to re-contract for a great second-half? 😊



TIP

# #9

## CONCLUDE ON A HIGH NOTE

For example, ask you client:

- “what value s/he got from the session”,
- “what s/he has learnt at a deeper level – especially about her/himself”,
- “how you could serve her/him better next time”,

And let him/her know:

- “what you learnt from her/him”, and finally,
- “how s/her inspired you”





TIP

# #10

## GOOD COACHING RAISES YOUR ENERGY

If you are tired after a coaching session, it probably means that something is not optimal yet in the way you and your client work together.

Discuss this with your mentor or your supervisor.



# 10 TIPS TO COACH AT YOUR VERY BEST POLL

*Which one of these tips is the most helpful to you at the moment?*

**Tip #1 - Help your Client be fully present**

**Tip #2 - 'Contract' in depth**

**Tip #3 - Don't worry if you don't fully understand your Client, nobody does**

**Tip #4 - Make sure you are never in the way of your Client's thinking**

**Tip #5 - Let silence do the heavy work for you!**

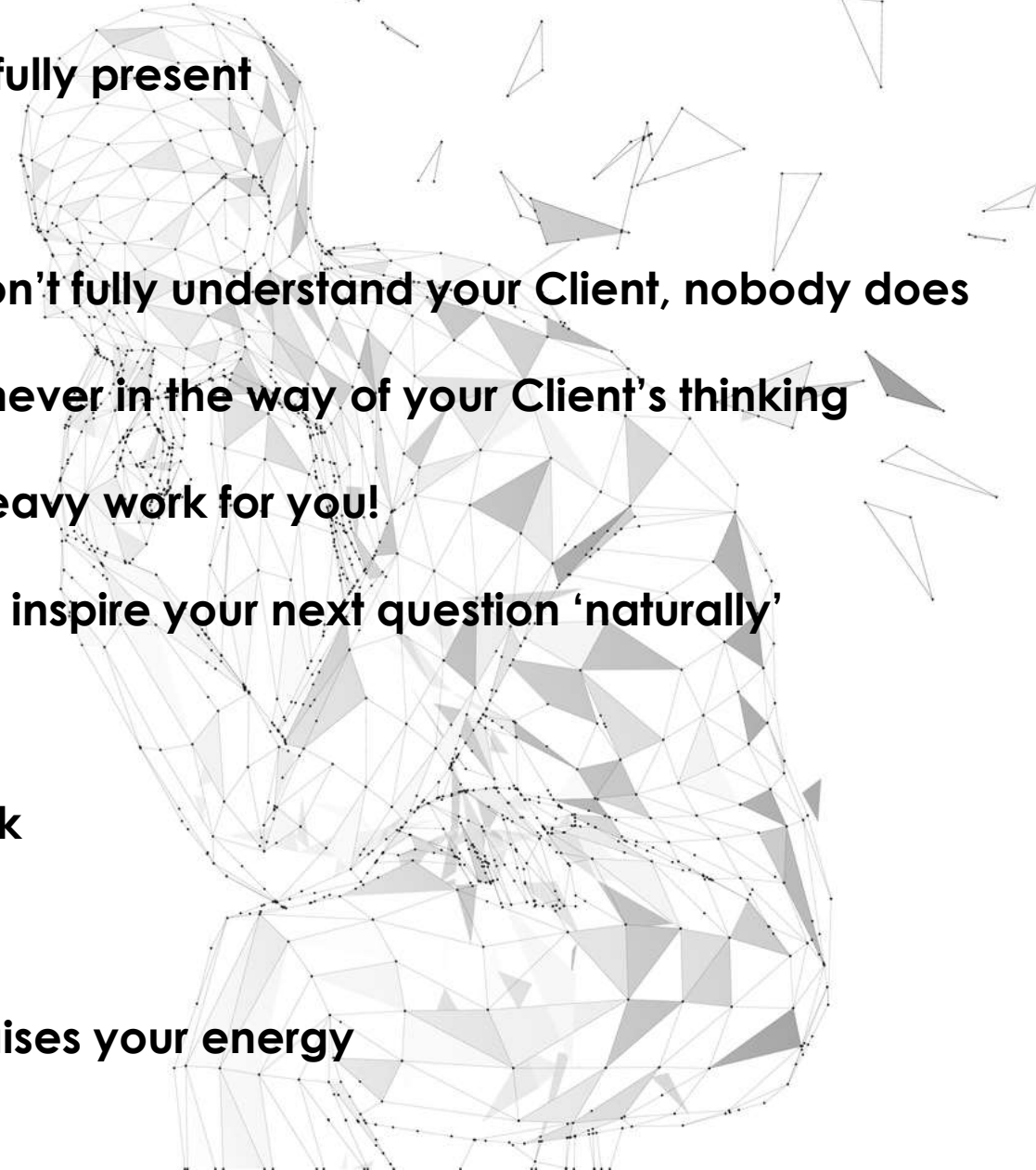
**Tip #6 - Let the conversation inspire your next question 'naturally'**

**Tip #7 - Be humble**

**Tip #8 - Do a mid-way check**

**Tip #9 - Conclude on a high**

**Tip # 10 - Good coaching raises your energy**

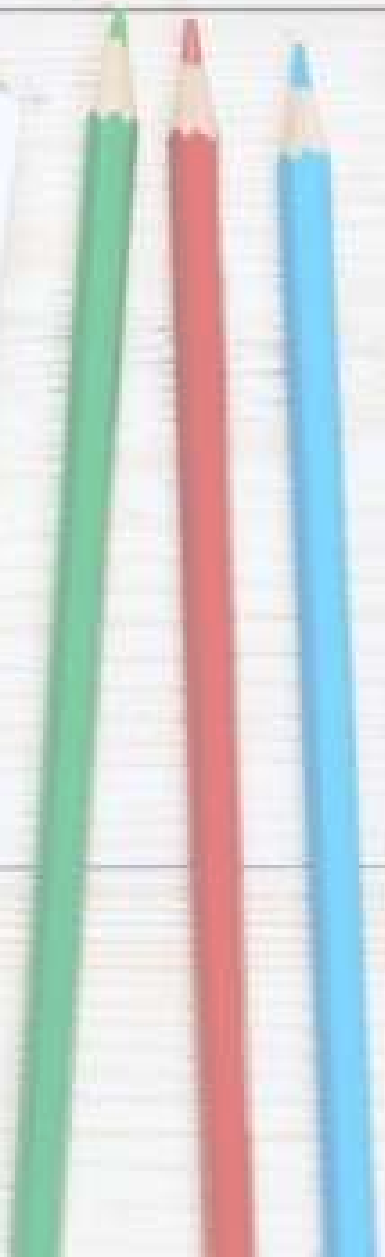


Handwritten spiral binding on the left side of the page.

Q

&

A



## Seven Things Exceptional Leaders Do That Bolster Their Success



Jean-Francois Cousin Forbes Councils Member  
Forbes Coaches Council COUNCIL POST | Membership (Fee-Based)  
Leadership

f *Jean-Francois Cousin, Global Executive & Team Coach, Speaker and Author; Chairman of the ICF Global Board in 2019; Coaching for Greatness.*

in



What is it that exceptional leaders do to consistently succeed beyond expectations?

Exceptional leadership is underpinned by seven things they do, all captured in the acronym **LEADERS**, namely: **l**ove, **e**nable, **a**ssemble, **d**are, **e**mbolden, **r**each and **s**ustain.

[Here](#) are snapshots of why and how exceptional leaders engage with their people in that singular way.

Forbes

# Nine Reasons Leaders Are Hiring Executive Coaches, And What Happens Next



Jean-Francois Cousin Forbes Councils Member  
Forbes Coaches Council COUNCIL POST | Membership (Fee-Based)  
Leadership

*Jean-Francois Cousin, Global Executive Coach, Speaker and Author; Chairman of the ICF Global Board in 2019; Coaching for Greatness.*



The continued crisis and its fallout have also significantly evolved the reasons why high-potential leaders decide to hire executive coaches. What are the current top nine triggers of their decisions?

What do leaders typically explore and gain during their sessions?

Here are answers from the field – drawing from what colleagues and I are witnessing around the world – *plus* several resources for you to dive deeper.

Read [here](#)

Aug 23, 2025, 10:20am EDT | 128 views

## Tough Questions To Answer Before You Shape The Future Of Your Business, Your Teams And Yourself



**Jean-Francois Cousin** Forbes Councils Member  
**Forbes Coaches Council** COUNCIL POST | Membership (Fee-based)  
Leadership

*Jean-Francois Cousin, Global Executive Coach, Speaker and Author; Chairman of the ICF Global Board in 2019; [www.greatness.coach](http://www.greatness.coach).*



When was the last time you paused and asked yourself how do I need to evolve as a strategist, a leader and a person to best shape the future of my business, my teams and myself? That’s a question I often ask senior leaders the first time I meet them. And most exclaim, “too long ago!” When my eyes repeat the query, they usually add, somewhat apologetically, “before the latest crisis.” And that can’t be right... **Read more [here](#).**

Sep 13, 2021, 08:00am EDT | 802 views

## Seven Self-Empowering Practices For Women To Bring Out More Of Their Leadership Greatness



**Jean-Francois Cousin** Forbes Councils Member  
**Forbes Coaches Council** COUNCIL POST | Membership (fee-based)  
Leadership

*Jean-Francois Cousin, Global Executive Coach, Speaker and Author; Chairman of the ICF Global Board in 2019; [www.greatness.coach](http://www.greatness.coach).*



Shall we start with a double experiment?

I invite you to set the parameters of your optimal lifestyle within the OECD's [Better Life Index](#) and discover the countries best matching it. Aren't they governed by gender-balanced groups of female and male leaders? (Please let me know otherwise!)

Next, check the [2021 Fragile States Index](#) of the most unstable nations, and you'll be reminded that the countries with the worst scores are led solely by men.

**Read more [here](#).**

# To Embody Inspiration And Co-Create Greater Value, Reinvent Your Coaching Practice With Artistry



**Jean-Francois Cousin** Forbes Councils Member  
**Forbes Coaches Council** COUNCIL POST | Membership (fee-based)  
Leadership



*Jean-Francois Cousin, Global Executive Coach, Speaker and Author; Chairman of the ICF Global Board in 2019; [www.greatness.coach](http://www.greatness.coach).*



Today's troubled and uncertain times call for us to profoundly reinvent the ways we are, the ways we grow and the ways we relate with others. This will then enable humanity to shift from striving to thriving. Leaders and coaches will play a key role... *if* they reinvent their practice in the first place! Read more [here](#)



**Watch a complete, 37-minute coaching [demo](#)  
(starting at 14:57)**

The screenshot shows a YouTube video player interface. The video title is "C.O.A.C.H. vs. ~~coach~~ : coaching demo & experience-sharing about coaching overwhelmed clients in a disrupted environment". The video is by "Jean-Francois Cousin, MCC". The video player shows a green background with white text. The video is 5:47 / 1:27:02 long. Below the video player, the video title is repeated: "Coaching demo by Jean-Francois Cousin – coaching overwhelmed clients in crisis – for WBECS Oct 2020". The video has 339 views and was uploaded on Oct 22, 2020. The video player shows 14 likes and 0 dislikes. There are buttons for SHARE, SAVE, and a menu icon.

youtube.com/watch?v=3f1yawfuro0t-572s

10th Annual WBECS 2020

C.O.A.C.H. vs. ~~coach~~ : coaching demo & experience-sharing about coaching overwhelmed clients in a disrupted environment

Jean-Francois Cousin, MCC

5:47 / 1:27:02

Coaching demo by Jean-Francois Cousin – coaching overwhelmed clients in crisis – for WBECS Oct 2020

339 views • Oct 22, 2020

14 0 SHARE SAVE ...

# ICF Annual Report 2019



Download here: [https://coachfederation.org/app/uploads/2020/11/ICF\\_2019\\_AnnualReport.pdf](https://coachfederation.org/app/uploads/2020/11/ICF_2019_AnnualReport.pdf)

Website: [www.greatness.coach](http://www.greatness.coach)

**LinkedIn** Jean-Francois Cousin

**facebook** Greatness Leadership Coaching

 @JF\_Cousin

email: [jfc@1-2-win.net](mailto:jfc@1-2-win.net)



# Visit my YouTube channel for videos on coaching and leadership

- Home
- Trending
- Subscriptions
- Library
- History
- Your videos
- Watch later
- Insights and Energy f...
- Show more



Search



## LET'S UNLEASH THE GREATEST STORY THERE MAY BE: YOURS...

www.greatness.coach



### Greatness Leadership Coaching

441 subscribers

CUSTOMIZE CHANNEL YOUTUBE STUDIO













- HOME
- VIDEOS
- PLAYLISTS
- CHANNELS
- DISCUSSION
- ABOUT

- SUBSCRIPTIONS
- Learning Tokopedia
  - Nikkei Asian Review
  - ICF Synergie
  - Timeo-Performance
  - THNKR
  - coachkriengsak
  - ICF Regional Support ...
  - Show 49 more

- MORE FROM YOUTUBE
- YouTube Premium
  - Gaming

Created playlists

SORT BY

 <p><b>Insights and Energy for Leaders</b> Updated today VIEW FULL PLAYLIST</p>	 <p><b>Life coaching</b> Updated today VIEW FULL PLAYLIST</p>	 <p><b>Liked videos</b> Updated yesterday Private VIEW FULL PLAYLIST</p>	 <p><b>Others</b> Updated 5 days ago VIEW FULL PLAYLIST</p>	 <p><b>Communication</b> VIEW FULL PLAYLIST</p>	 <p><b>Management</b> VIEW FULL PLAYLIST</p>
 <p><b>Humor</b> VIEW FULL PLAYLIST</p>	 <p><b>Leadership</b> VIEW FULL PLAYLIST</p>	 <p><b>Coaching &amp; mentoring</b> VIEW FULL PLAYLIST</p>	 <p><b>Strategy</b> VIEW FULL PLAYLIST</p>	 <p><b>Favorites</b> VIEW FULL PLAYLIST</p>	 <p><b>Team Work</b> VIEW FULL PLAYLIST</p>

# 10

**INSIGHTS  
and TIPS  
TO COACH  
AT YOUR  
VERY BEST**

**HARVERSTED OVER  
10,000 COACHING HOURS**

**Thank you for  
your contribution!**





**March 24**  
**Jean-François Cousin**  
**Karl Van Hoey**



**2 MCC's co-facilitating**  
**10.000 coaching members**  
**10.000 coaching errors**  
**10.000 coaching insights !**

**14-15 CET / 7-8am ET / 5-6pm Dubai /**  
**8-9pm Thailand-Indonesia / 9-10pm China**