

ICF

INTERNATIONAL
COACHING
WEEK

REIMAGINE THE *Future*

MAY 16-22, 2022

สัปดาห์การโค้ชนานาชาติ

The Future of Human Potentials : Well-being, Work and Coaching

TUESDAY 17 MAY

19:00 - 21:00 (Thai Program)

อนาคตของการโค้ชในประเทศไทย

How to Grow Future of Coaching in Thailand?

Interactive session led by ICF Bangkok Former President, President and President Elect to share Vision, The Future Trend of Work, Coaching and Education, Coaching Industry Thailand Outlook and The Expansion.

Join us to input your experiences and shape the future of coaching in Thailand together.

THURSDAY 19 MAY

10:00 - 12:00 (English Program)
14:00 - 16:00 (Thai Program)

Why Organization Needs Coaching?

How Coaching Impacts Your Organization Growth?

Efficient Practices and Real-World Cases Shared by Executives, Internal & Professional Coaches, and Experts in using Coaching as one of the Proficient Tools for Human Capital Development.

SATURDAY 21 MAY

13:30 - 16:30 (Thai Program)

Shaping the Future of Society with Power of Coaching

Coaching Activities that Promote Human Potential, Happiness, Performance, Life Purpose and Meaningful Life for Society shared by Professional Coaches from Coach Training Academy.

with Jean-Francois Cousin, MCC
@ ICF Bangkok, May 19th, 2022

Why Organizations Need Coaching? How Coaching Impacts Your Organization Growth?



Our situation and its hard truths



A complex world without an obvious 'better' way forward...



... while the same *old* stories are being reinforced in our minds...



**Which kind of leadership do organizations need,
to thrive in a *VUCA* world?**



Leaders' and coaches' job descriptions became a lot more challenging

Agility

...

Disruptive creativity

Collective Intelligence

Energy

Global mindset

Traits of a collaborative leader



**Brings out
her/his best**

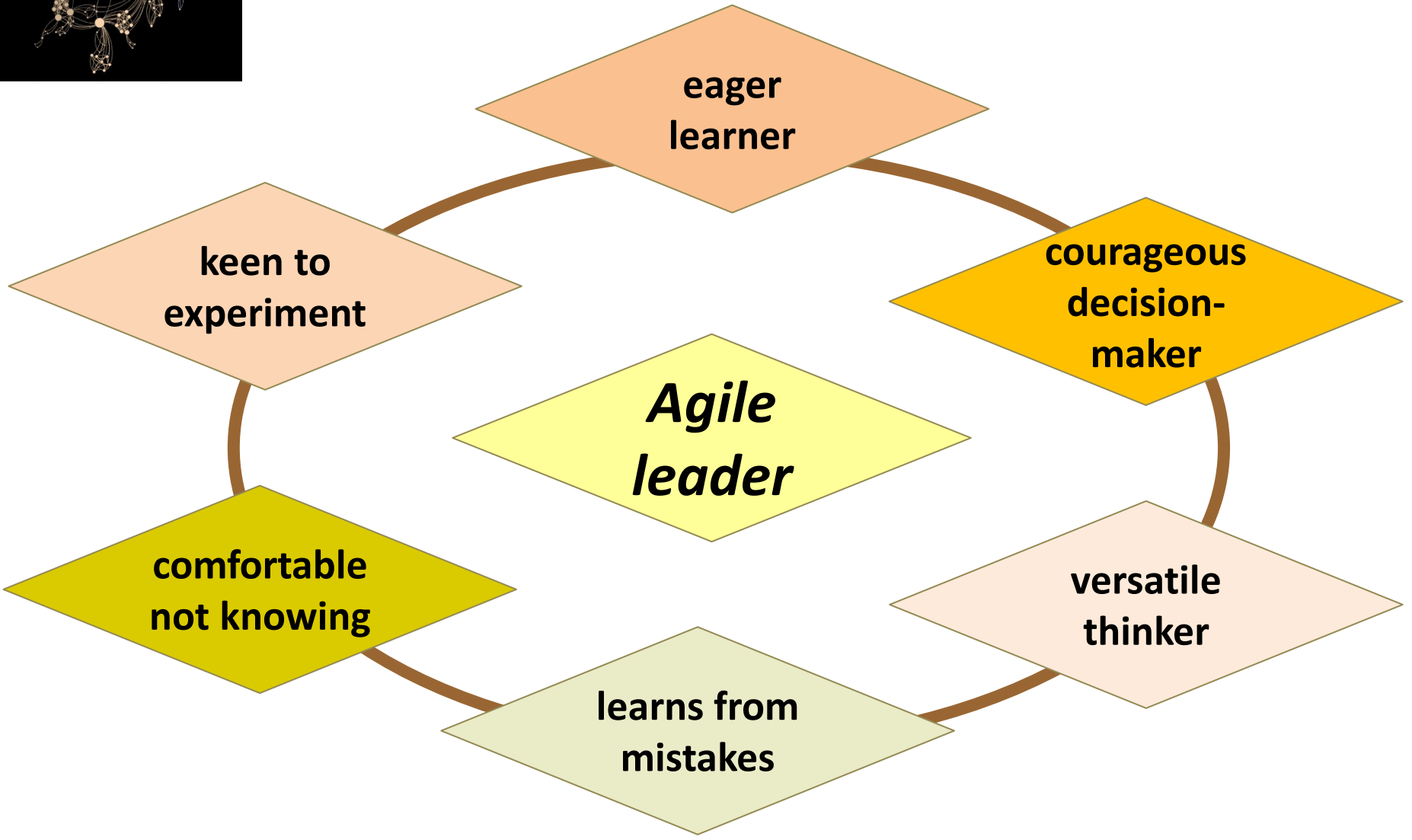
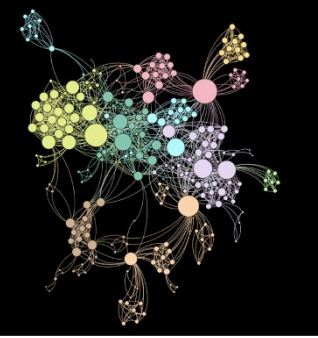


**Brings out
her/his best
+
Others' best**



**Brings out
her/his best
+
Others' best
+
Teams' best**

Traits of an agile leader



Google Manager Behaviors

1

Is a good coach

2

Empowers team and does not micromanage

3

Creates an inclusive team environment, showing concern for success and well-being

4

Is productive and results-oriented

5

Is a good communicator, listens and shares information

6

Supports career development and discusses performance

7

Has a clear vision / strategy for the team

8

Has key technical skills to help advise the team

9

Collaborates across Google

10

Is a strong decision-maker

Our mission

Empower every person and every organization on the planet to achieve more

Strategy

Build best-in-class platforms and productivity services for a mobile-first, cloud-first world

Ambitions

Reinvent productivity & business processes
Build the intelligent cloud platform
Create more personal computing

Leadership principles

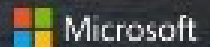
Create clarity
Generate energy
Deliver success

Culture

Growth mindset

Customer obsessed
Diverse & inclusive
One Microsoft

Make a difference



Leadership principles at Microsoft

LEADERSHIP PRINCIPLES AND PRACTICES



CREATE CLARITY

- Synthesise the complex
- Ensure shared understanding
- Define a clear course of action



GENERATE ENERGY

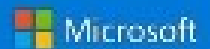
- Inspire optimism, creativity, and growth
- Create an environment where everyone does their best work
- Build a team that is can be stronger tomorrow than it is today



DELIVER SUCCESS

- Drive innovation that people love
- Be boundary-less in seeking solutions
- Tenaciously pursue the right outcomes

"DONE IS BETTER THAN PERFECT"



Source: <https://www.slideshare.net/JamesSmee1/b2b-marketing-a-new-age-scott-allen-cmo-microsoft>

Watch: <https://www.youtube.com/watch?v=2P3kLIUxBPE>

Leadership lessons we can learn from Tim Cook

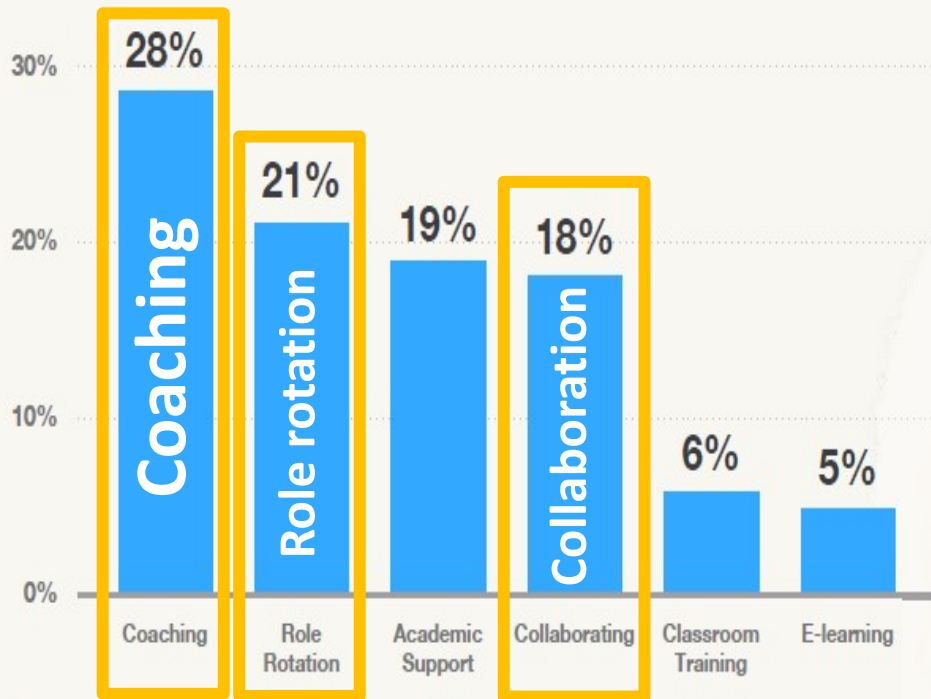
1. Take risks
 2. Focus and listen attentively to those you speak with
 3. Trust others around you
 4. Diversity is important
 5. Be humble
 6. Admit when you're wrong
- [...]





**To develop agile and collaborative leaders,
'most admired' tech Companies have integrated
Coaching in their Leadership-DNA and
a Coaching Culture in their organization**

Millennials want self-actualization above all else.





Our people value coaching

87%

VALUE the focus we are putting on coaching.

70%

said coaching helped them **BE MORE ENGAGED AT WORK.**

80%

said coaching helped them **BUILD STRONGER CONNECTIONS** with people at work.

“

WITH GOOD COACHING, I WAS ABLE TO PERFORM MY BEST. THINK OUT OF THE BOX AND OUT OF MY COMFORT ZONE”

**MANAGER,
ACCENTURE DIGITAL**

81%

said coaching helped them **WORK COLLABORATIVELY** with their team.

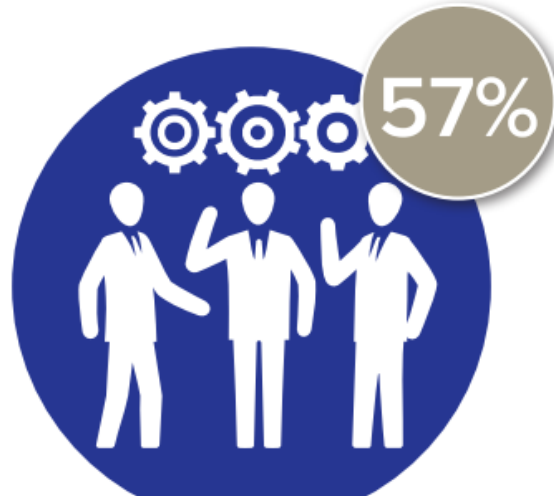
77%

said coaching helped them produce **HIGH-QUALITY, INNOVATIVE WORK.**

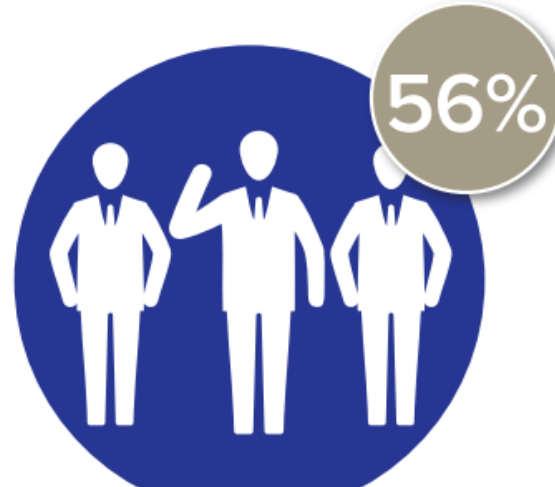


Impact of coaching

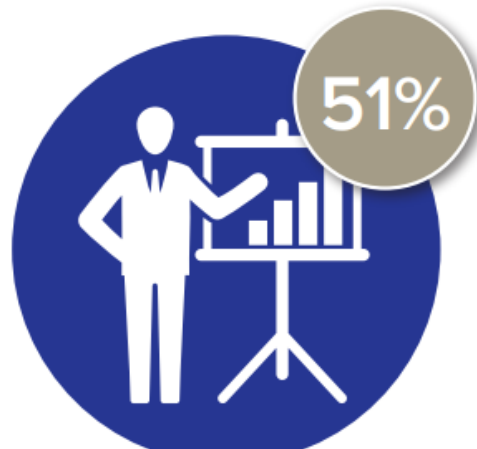
Most important indicators of coaching impact that have been observed for the individual/team/organization



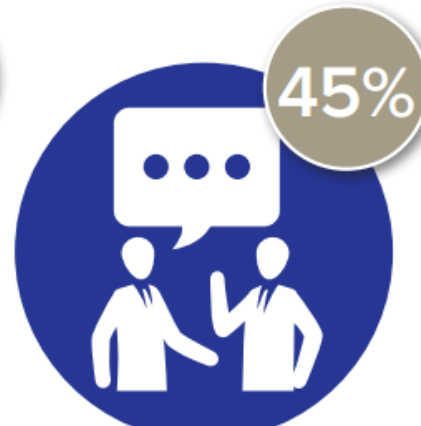
Improved team functioning



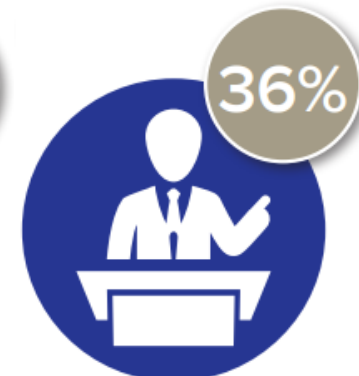
Increased engagement



Increased productivity

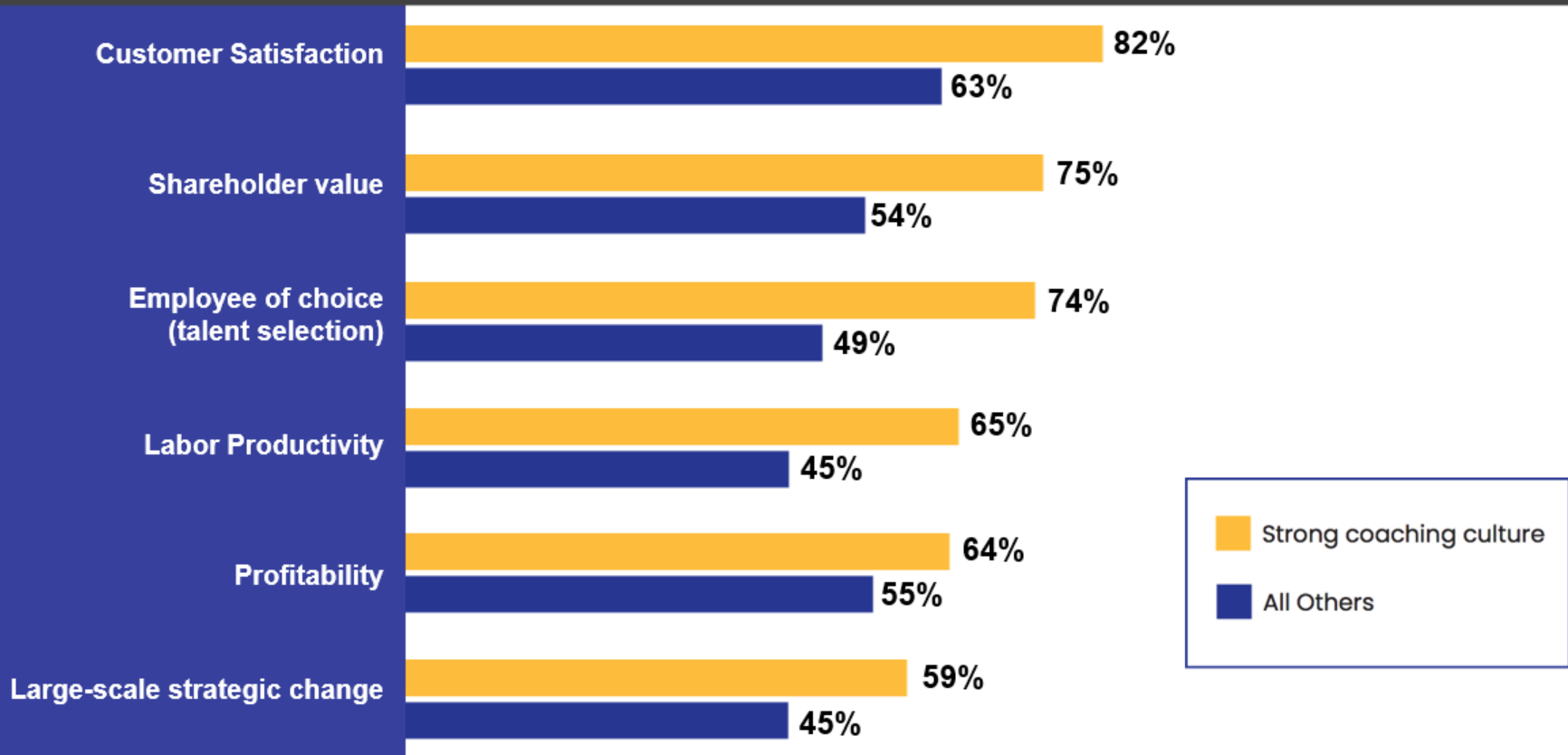


Improved employee relations



Faster leadership development

IMPROVED BUSINESS OUTCOMES



Very happy to invite you to my session on Tuesday, June 14th at the free WBECS 12th Summit!

You'll enjoy a short, live coaching demo and then learn how to "[Go for Gold! Setting Up Successful Sessions](#)"!

My 45-minute session will start at 8pm Bangkok.

Beyond finding out how you can most effectively use the first minutes of your coaching conversations to '*go for Gold*', you will discover how you can:

- best prepare your clients for deep exploration-work
- partner with their energy, emotions, metaphors, or body language, to unleash their unconscious 'knowing'
- follow simple steps to dive quickly into what matters most for your coachees

Plus, we'll have lots of fun!

And, as always in my sessions, I'll offer plenty of actionable insights and practical tips.

Register right away: <http://share.coaching.com/sq-jeanfrancoiscousin>

Jun

14

A portrait of Jean-Francois Cousin, a man with short dark hair, wearing a grey suit jacket over a light blue shirt. He is smiling slightly and looking towards the camera. The background is a solid purple color.

COACHING DEMO: Go for Gold! Setting Up Successful Sessions

Jean-Francois Cousin

Forbes

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.*

t

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: **love**, **enable**, **assemble**, **dare**, **embolden**, **reach** and **sustain**.

[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, 2021, 09:30am EDT | 126 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

f *Jean-Francois Cousin, Global Executive Coach, Speaker and Author; Chairman of the ICF Global Board in 2019; 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 | 502 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.



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](#).

You can watch this on Facebook [here](#) (starting at 05:30)

The image shows a Facebook interface during a live video stream. The main video area displays a promotional graphic for a presentation by Jean-Francois Cousin. The graphic features a portrait of Cousin on the left and text on the right: '10th WBECS', 'Presenter: Jean-Francois Cousin', 'COACH vs CHAOS', and 'Crisis-tested tips to co-create enduring value with overwhelmed clients in a disrupted environment'. The Zoom logo is visible in the bottom right corner of the video frame. A video player control bar at the bottom left shows a play button and a progress indicator at 0:02 / 1:02:24.

Navigation icons at the top include Home, Watch, Marketplace, Groups, and Events. The user profile 'Jean-Francois' is visible in the top right. A notification bell icon shows a red '1'.

The video title is 'Wednesday, 3 June 2020 at 20:00 Jean-Francois Cousin WBECS Pre-Summit Session'. The description reads: 'We're live with Jean-Francois Cousin for his Pre-Summit workshop "Coach vs. Chaos: Crisis-Tested Tip... See more'. Engagement statistics show 92 reactions, 71 comments, and 4.2K views. Interaction buttons for Like, Comment, and Share are present.

The comments section is titled 'Comments' and 'Hide'. It shows two comments:

- Ursaline McLeod · 39:29
I really love that piece about nice - exactly if we're at the gym we have to do the same for our clients
Like · Reply · 7 w
- Angelina Kukkamalla · 34:28
Yes clearing mind before coaching or when getting distracted is so important.
Like · Reply · 7 w

At the bottom right, there is a 'View more comments' link and a count of '2 of 56'. A comment input field at the very bottom says 'Write a comment...' with icons for emojis, photos, GIFs, and video.

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

The screenshot shows a YouTube video player interface. The browser address bar displays the URL: youtube.com/watch?v=3fTjyaoTuco&t=572s. The video player itself has a green background with the following text: "10th Annual WBECS 2020" in the top right corner, "C.O.A.C.H. vs. *chass* : coaching demo & experience-sharing about coaching overwhelmed clients in a disrupted environment" in the center, and "Jean-Francois Cousin, MCC" at the bottom. The video progress bar shows 5:47 / 1:27:02. Below the video player, the title "Coaching demo by Jean-Francois Cousin – coaching overwhelmed clients in crisis – for WBECS Oct 2020" is visible, along with "339 views · Oct 22, 2020" and engagement icons for likes (14), comments (0), share, save, and a menu icon.

Website: www.greatness.coach

LinkedIn Jean-Francois Cousin

facebook Greatness Leadership Coaching

 @JF_Cousin

email: jfc@1-2-win.net



ICF

INTERNATIONAL
COACHING
WEEK

REIMAGINE THE *Future*

MAY 16-22, 2022

สัปดาห์การโค้ชนานาชาติ

The Future of Human Potentials : Well-being, Work and Coaching

TUESDAY 17 MAY

19:00 - 21:00 (Thai Program)

อนาคตของการโค้ชในประเทศไทย

How to Grow Future of Coaching in Thailand?

Interactive session led by ICF Bangkok Former President, President and President Elect to share Vision, The Future Trend of Work, Coaching and Education, Coaching Industry Thailand Outlook and The Expansion.

Join us to input your experiences and shape the future of coaching in Thailand together.

THURSDAY 19 MAY

10:00 - 12:00 (English Program)
14:00 - 16:00 (Thai Program)

Why Organization Needs Coaching?

How Coaching Impacts Your Organization Growth?

Efficient Practices and Real-World Cases Shared by Executives, Internal & Professional Coaches, and Experts in using Coaching as one of the Proficient Tools for Human Capital Development.

SATURDAY 21 MAY

13:30 - 16:30 (Thai Program)

Shaping the Future of Society with Power of Coaching

Coaching Activities that Promote Human Potential, Happiness, Performance, Life Purpose and Meaningful Life for Society shared by Professional Coaches from Coach Training Academy.

LIVE ICF Bangkok Chapter



with Jean-Francois Cousin, MCC
@ ICF Bangkok, May 19th, 2022