

APAC2022
Int'l Coaching Conference

December 9-10, 2022

Organizer:



Co-organizers:



**10 INSIGHTS and 10 TIPS
TO COACH AT YOUR VERY BEST,
HARVESTED OVER 10,000 COACHING SESSIONS**
10个让你的教练会谈最佳发挥的洞察

Jean-Francois Cousin, MCC

December 10, 2022

10

INSIGHTS TO COACH AT YOUR VERY BEST

HARVESTED OVER
10,000 COACHING SESSIONS
By Jean-Francois Cousin, MCC



**Coaches,
what business are we in?
教练们，
我们在从事什么样的事业？**

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

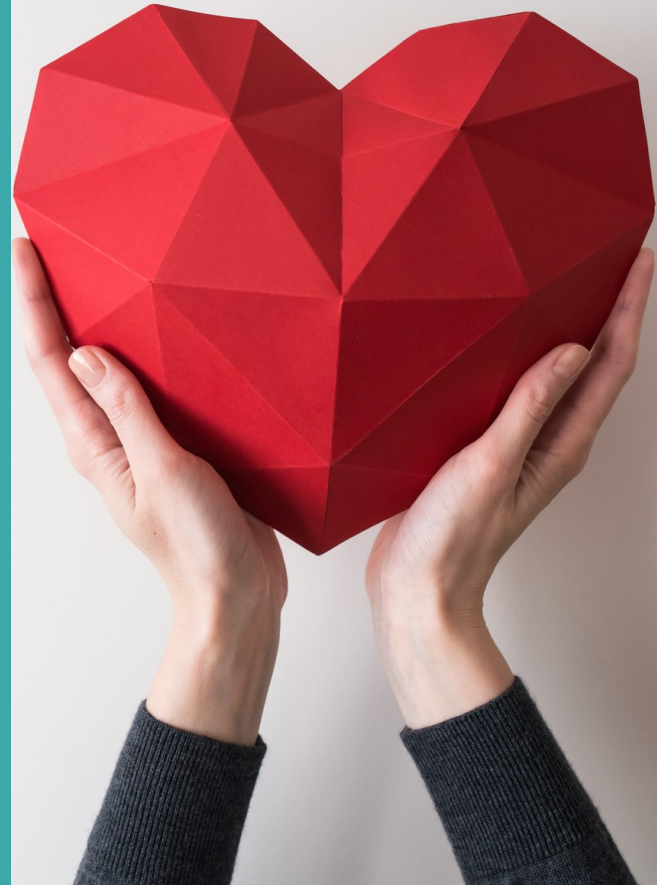
洞察

#1

教练
是一种
带着无条件的爱
的举措

当你选择去爱
你的客户内在的伟大...
那么它就会显露出来!

也就是说，当你对你的客户
报以最高期望，
那么他们就会活出那份期望



10

INSIGHTS TO COACH AT YOUR VERY BEST

HARVESTED OVER
10,000 COACHING HOURS
By Jean-Francois Cousin, MCC



Coaches,
How do you *feel* in the first second
you meet your client for a session?
教练们，
在你和你的客户见面的一次教练会谈的第一秒，你感觉如何？

“

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

LAO TZU

被一个人深深疼爱会给你力量，而深深
地爱着一个人则会给你勇气
——老子

1-2-WIN Co., Ltd.

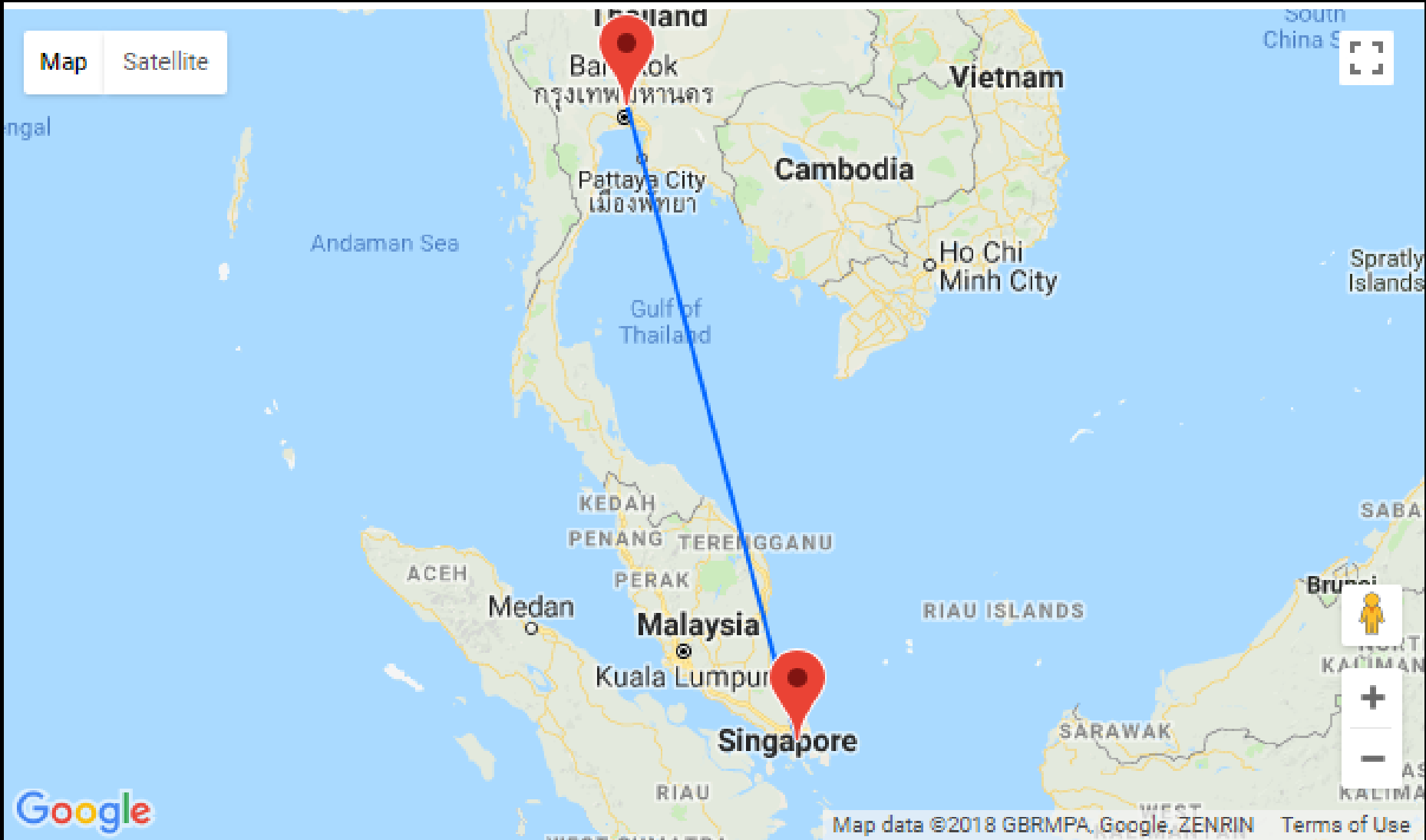
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Map

Satellite

Thailand

Bangkok
กรุงเทพมหานคร

Pattaya City
เมืองพัทย

Vietnam

Cambodia

Ho Chi Minh City

Andaman Sea

Gulf of Thailand

KEDAH

PENANG TERENGGANU

PERAK

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KALIMAN

AS
KALIMAN

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INSIGHT

#2

THE DEFINITION OF COACHING...

by the International
Coach 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>

洞察

#2

教练 的定义

由国际教练联合会（ICF）
所界定的，实在一语中的！

“教练是一个和客户搭档合作，进行不断激发思考和创造力的过程。这个过程将不断鼓舞客户去最大化他们的个人和职业潜能”

<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!

洞察

#3

当真实的、
谦逊的、
袒露脆弱的自己

这样的你，亦允许了你的客户同样去呈现一个真实、谦逊和敢于袒露脆弱的自己。然后优质的教练约谈便就此开启！



INSIGHT

#4

GO DEEPER,
SOONER

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

洞察

#4

更深入
更快捷

及时地深挖
隐藏在客户
带到会谈上的议题
背后的根本



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?”

洞察

#5

与客户共舞

邀请你的客户和你一起搭档，
共创会谈中接下来的舞步

询问他们：“什么会是下一个
最能推动我们思考的提问呢？”





INSIGHT

#6

SILENCE IS
GOLDEN

Let the silence do the heavy
work.

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

洞察

#6

沉默是金

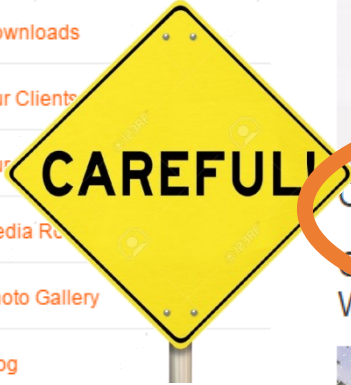
让沉默来完成那繁重的任务

让你的眼眸来提问- 他们避免了
用外化的语言来“污染”
你的客户的思考



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Cross Cultural Coach in Thailand
 在泰国的跨文化教练
 Cross Cultural Coach for expatriates and Thais
 Workshops and training on multicultural challenges in Thailand

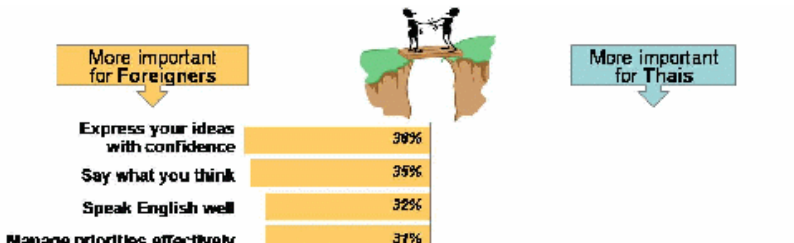


"In Thailand, people don't care how much you know until they know how much you care".

Khun Patara Yongvanich, SAP Managing Director

Cross cultural coaching in Thailand is a highly effective way for expatriates and Thais to work most effectively together... and enjoy diversity. As a professional certified coach based in Thailand since 1998, I help foreign and Thai managers, individually and in teams, to bridge the cultural gap.

In 'Amazing Thailand', the workplace is often quite a maze for foreigners. Thais and expatriates have different values and expectations at work. Just ask Thais and foreign managers about the importance of several managerial and inter-personal skills... and you will see significant gaps between perceptions:



高管教练
 人生教练
 职业教练
 跨文化教练
 企业教练
 总裁和高层
 管理教练
 领导力教练
 导师系统

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Streamline your Purpose.

Focus on what matters most.

- Jean-Francois Cousin

极致化你愿力之使命

专注在最为关键重要的部分上

——JF

 **GREATNESS**
LEADERSHIP COACHING

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LEADERS

TEAMS

CASESTUDIES



GREATNESS

LEADERSHIP COACHING

成就卓越的领导力

UNLEASHING THE GREATEST STORY THERE MAY BE: YOURS...

We partner with Leaders and Teams to unleash more of their greatness and inspire their world.

彰显可能具有的卓越故事：你的...

我们和领导者们以及团队一同协作来释放更多他们的卓越并且激励这他们的新世界

我们的使命 MISSION

我们和我们的客户一同协作来释放他们个人以及领导力层面的卓越潜能。我们通过运用被验证的能交付成果的战略，在个人和职业层面，来实现潜能的释放。

伴随着我们客户由内而外的人生蜕变之旅，他们同样提高了他们的心态和觉知，并且克服了没有必要的劳碌和繁琐。然后他们将沉浸在一个真实的，富有使命且达到平衡的蜕变后的状态中。

我们目前服务于出色的亚洲地区的主席，CEO，分区会长，区域经理们。期间我们本着没有偏见的视角既扮演着他们个人和领导力层面的卓越潜能的开发者，又充当着他们挑战性思考的搭档。

Greatness Leadership Coaching coaches the 'whole' of the Client, with the support of a complete team of experienced professionals on the way to sustainable outcomes. 卓越领导力教练教练到的是客户的方方面面，从支持到客户带领一个专业的经验丰富的团队到可持续的团队成果。



INSIGHT

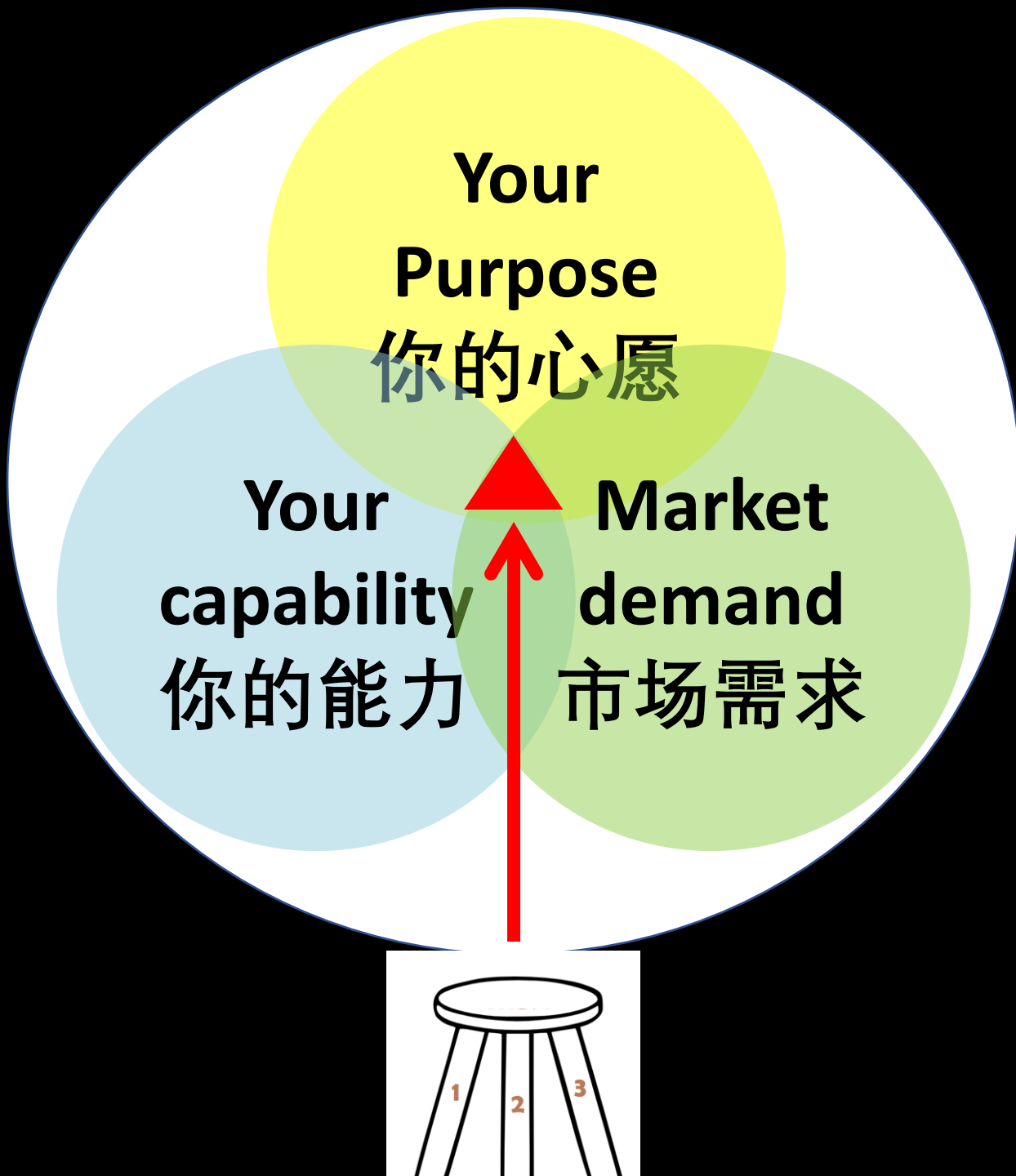
#7

Choose max. 3
coaching areas
which make
'your heart sing'

洞察

#7

选择3个真正触动
你内心的教练领域



INSIGHT洞察

#8

MAKE YOUR
CLIENT YOUR
TEACHER 让你的客户
成为你的老师

Just be a curious and
demanding 'student'!
做一个好奇要学的学生!

Great coaching unfolds
when the coach invites the
client to 'teach' the solution
to the problem being
explored 当教练邀请客户传授
会谈中讨论的问题的答案时，
优质的教练会谈自然就展开了

[Deeper dive in this podcast:](http://wheregeniusgrows.libsyn.com/66-magda-mook-jean-)
<http://wheregeniusgrows.libsyn.com/66-magda-mook-jean->



Client
客户

Coach
教练

INSIGHT

#9

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!

洞察

#9

你的同在场
和出发点 | 意图
比你的提问
更重要得多

只要你的出发点是来协助
以及舒张拓展你的客户，
你的客户就会成就卓越！



INSIGHT

#10

Become
ICF-Certified...

洞察

#10

成为ICF认证的...

The screenshot displays the website for Six Senses Laamu, an exclusive atoll resort in the Southern Maldives. The header includes navigation links: GROUP HOME, FIND A HOTEL, RESORT OR SPA, OFFERS, INTERESTS, SOCIAL, CONTACT US, and MY RESERVATIONS. The main banner features an aerial view of the resort with the text "LAAMU" and "EXCLUSIVE ATOLL SETTING IN SOUTHERN MALDIVES". A navigation bar below the banner lists: WELCOME, ACCOMMODATION, SPA, DINING, EXPERIENCES, SUSTAINABILITY, OFFERS, and MAKE A RESERVATION. The breadcrumb trail reads: Home > Six Senses Laamu > Accommodation > Villas. The contact information is T +960 680 0800 | Email us. The "ACCOMMODATION" section is active, showing a list of villa types under the "VILLAS" category: Lagoon Beach Villa, Ocean Beach Villa, Lagoon Beach Villa with Pool, Ocean Beach Villa with Pool, Lagoon Water Villa, Ocean Water Villa, Ocean Water Villa with Pool, Laamu Water Villa, Laamu Water Villa with Pool (highlighted), and Family Villa with Pool. A "MULTIPLE ROOM VILLAS" section is also visible at the bottom.

10

INSIGHTS TO COACH AT YOUR VERY BEST

10个让你的教练 会谈最佳发挥的 洞察

Insight #1 - Coaching is an act of unconditional love

洞察#1 - 教练是一种带着无条件的爱的举措

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

洞察#2 - 教练立足于伙伴合作的关系 (ICF的定义)

Insight #3 - Be authentic, humble and vulnerable

洞察#3 - 呈现一个真实的、谦逊的、敢于袒露脆弱的自己

Insight #4 - Go deeper sooner 洞察#4 - 更深入、更快捷

Insight #5 - Dance with your Client 洞察#5 - 与客户共舞

Insight #6 - Silence is golden 洞察#6 - 沉默是金

Insight #7 - Step back enough 洞察#7 - 足够地退而持守

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

洞察#8 - 让你的客户成为你的老师

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

洞察#9 - 你的同在感和出发点比你的提问更重要

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

洞察# 10 - 你在教练会谈中“蛮干”越少，你的客户就做功越多，而这是非常重要的

10 TIPS TO COACH AT YOUR VERY BEST

HARVESTED OVER
10,000 COACHING HOURS

By Jean-Francois Cousin, MCC



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

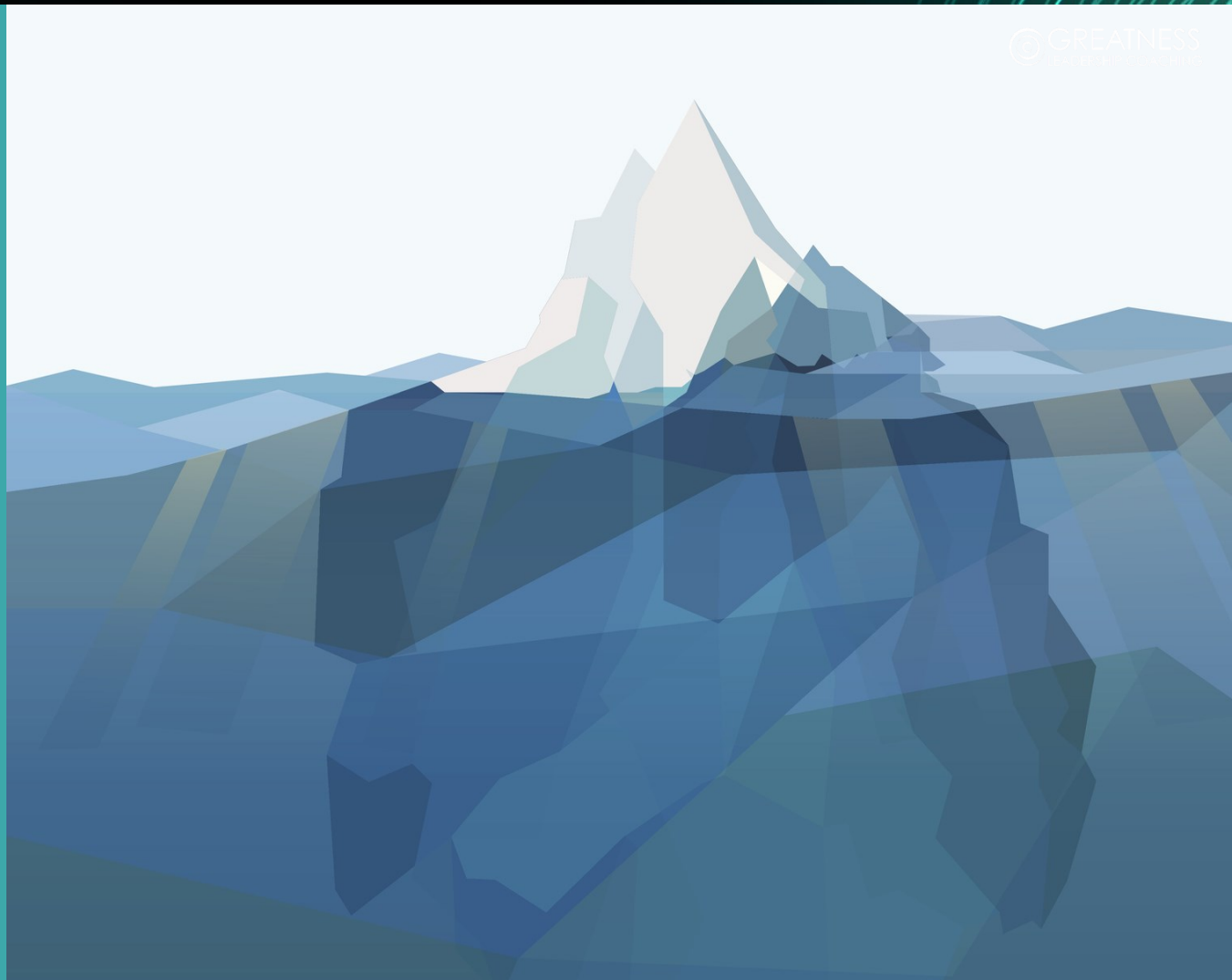
#2

‘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

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

10个让你的教练 会谈发挥到极致 的洞察

Tip #1 - Help your Client be fully present

诀窍#1 - 支持到你的客户使其-完全地临在当下 | 与自己同在

Tip #2 - 'Contract' in depth 诀窍#2 - 建立有深度的合约

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

诀窍#3 - 如果你并不完全理解你的客户，不必担心。没人能够做得到。

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

诀窍#4 - 确保你千万别没有阻碍到你的客户的思考

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

诀窍#5 - 让沉默帮你来完成繁重的任务!

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

诀窍#6 - 让你们的对话自然地引发下一个提问

Tip #7 - Be humble 诀窍#7 - 保持谦怀

Tip #8 - Do a mid-way check 诀窍#8 - 做一个中途的检核确认

Tip #9 - Conclude on a high 诀窍#9 - 高质量收尾

Tip #10 - Good coaching raises your energy

诀窍#10 - 一场优质的教练会谈会给你提升能量

“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





10th WBECS *Presenter: Jean-Francois Cousin*



教练 vs 混沌
COACH vs CHAOS

Crisis-tested tips to co-create enduring value with overwhelmed clients in a disrupted environment
经受了危机考验的关于在分裂的环境下和受打击的客户共创长期价值的诀窍

zoom



Marva Sadler

World Business & Executive Coach Summit was live.
3 June · 🌐

Wednesday, 3 June 2020 at 20:00 **Jsin WBECS Pre-Summit Session**

We're live with Jean-Francois Cousin for his Pre-Summit workshop "Coach vs. Chaos: Crisis-Tested Tip..."
See more

👍❤️👏 92 71 comments 4.2K views

Like Comment Share

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- Most relevant ▾
- 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
- View more comments 2 of 56

Write a comment... 📷 📺 🗨️

Click on the photo to watch the talk 😊
点击图片来观看我的讲座

Visit my YouTube channel for videos on coaching and leadership
请访问我的油管频道，获取关于教练和领导力的视频


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GREATNESS LEADERSHIP COACHING

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





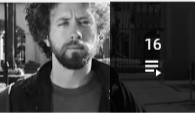

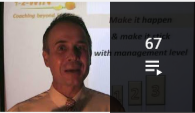




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441 subscribers

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10:46 AM 7/19/2020



"The way
to do is to
be."

Lao Tzu

Website 网址: www.greatness.coach



领英 Jean-Francois Cousin

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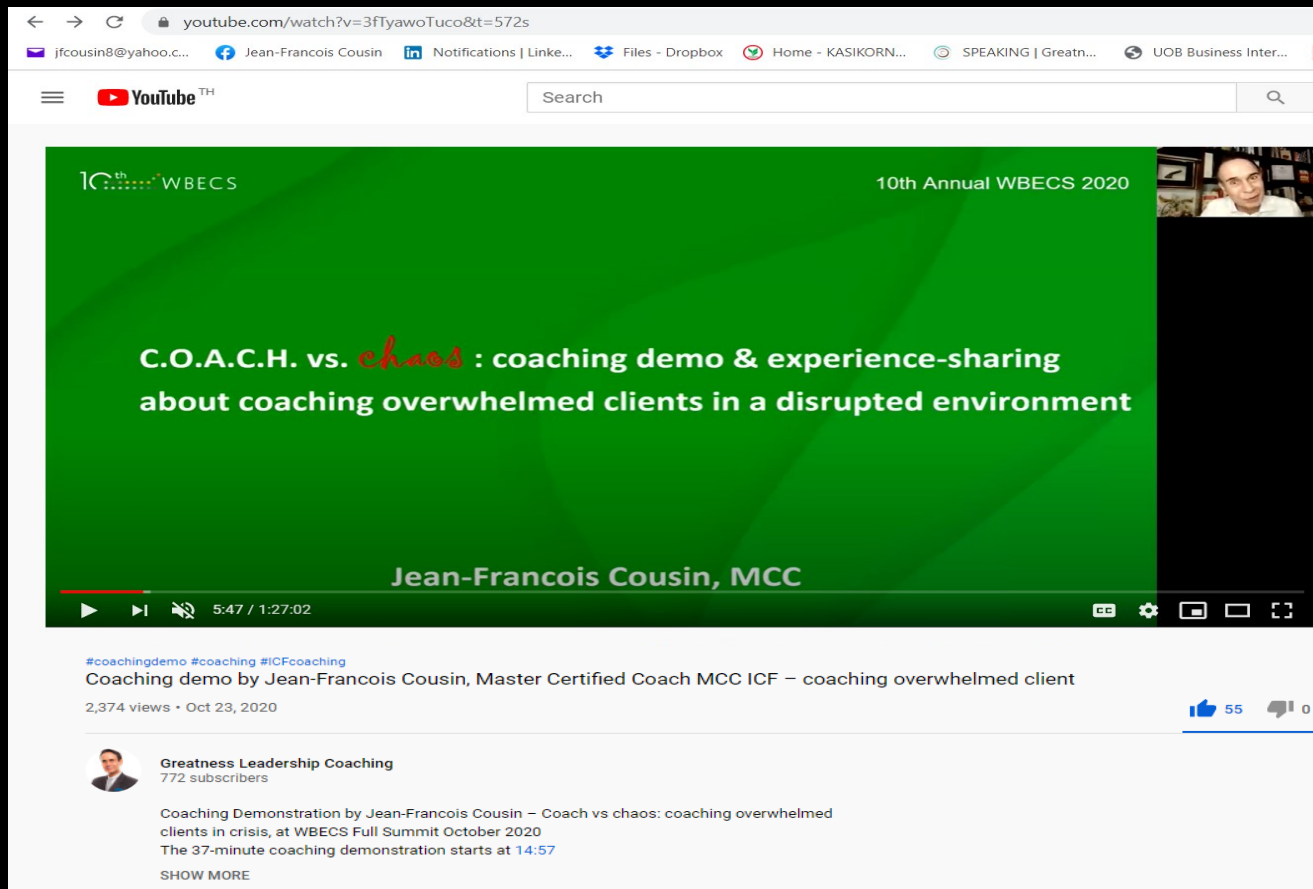
脸书 Greatness Leadership Coaching



推特 @JF_Cousin

Email 邮箱: jfc@1-2-win.net

Watch a coaching session with a highly stressed manager, 37 minutes, here (start @14:57)



The screenshot shows a YouTube video player with a green background. The video title is "C.O.A.C.H. vs. *chaos* : coaching demo & experience-sharing about coaching overwhelmed clients in a disrupted environment". The presenter is identified as "Jean-Francois Cousin, MCC". The video player shows a progress bar at 5:47 / 1:27:02. Below the video, the video description reads: "Coaching demo by Jean-Francois Cousin, Master Certified Coach MCC ICF – coaching overwhelmed client". The video has 2,374 views and was uploaded on Oct 23, 2020. The channel is "Greatness Leadership Coaching" with 772 subscribers. The description also mentions that the 37-minute coaching demonstration starts at 14:57.

youtube.com/watch?v=3fTyawoTuco&t=572s

jf cousin@yahoo.c... Jean-Francois Cousin Notifications | Linke... Files - Dropbox Home - KASIKORN... SPEAKING | Greatn... UOB Business Inter...

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10th Annual WBECS 2020

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

Jean-Francois Cousin, MCC

5:47 / 1:27:02

#coachingdemo #coaching #ICFcoaching
Coaching demo by Jean-Francois Cousin, Master Certified Coach MCC ICF – coaching overwhelmed client
2,374 views · Oct 23, 2020

Greatness Leadership Coaching
772 subscribers

Coaching Demonstration by Jean-Francois Cousin – Coach vs chaos: coaching overwhelmed clients in crisis, at WBECS Full Summit October 2020
The 37-minute coaching demonstration starts at 14:57
SHOW MORE

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.



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](#)

Thrive Again By Reinventing Your Leadership With Your Inner Artist



Jean-Francois Cousin Forbes Councils Member
Forbes Coaches Council COUNCIL POST | Paid Program
Leadership

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

t

in



In "[Thrive Again By Reinventing Your Leadership With Your Inner Artist](#)", I lay out why "reimagining our leadership with our current patterns of being and thinking won't usher in a better future", why "we need artists' freedom of mind to transcend our current patterns while reinventing our leadership", and I offer "five practices to awaken your Inner Artist".

福布斯 Forbes

- Read my article for
- this week about how to "*Catalyze your team's collective intelligence, with five practices for crisis time*"
- It answers the question, "*how will you find the best way forward for your business in our crisis-prone, volatile, uncertain, complex and ambiguous world... when no leader is smart enough anymore to do it alone?*"
- I hope you enjoy it 😊
- 请阅读本周刊登在福布斯上的我的文章《在危机时刻，用五项练习来催生你的团队的集体智慧》
- 这篇文章将回答以下这个问题“在这个易受危机、动荡、不可预测、复杂、混沌的世界上，当没有一个领导者足够聪明到独当一面的时候，你将如何找到推动你的企业的最佳途径？”
- 愿你喜欢这篇文章😊

Forbes

Billions Innovation Leadership Money Business Small Business

Catalyze Your Team's Collective Intelligence With Five Practices For Crisis Time

Jean-Francois Cousin Forbes Councils Member
Forbes Coaches Council
Leadership

Jean-Francois Cousin, Global Executive Coach, Speaker and Author; Chairman of the ICF Global Board in 2019; www.greatness.coach.



GETTY

What is the **ONE** change you can make today, to **UNLEASH** more of your **SUCCESS**?

今天你可以做出什么样的一个改变来彰显出你更多的成就

Jean-Francois Cousin —— 姐夫JF



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Thank
you