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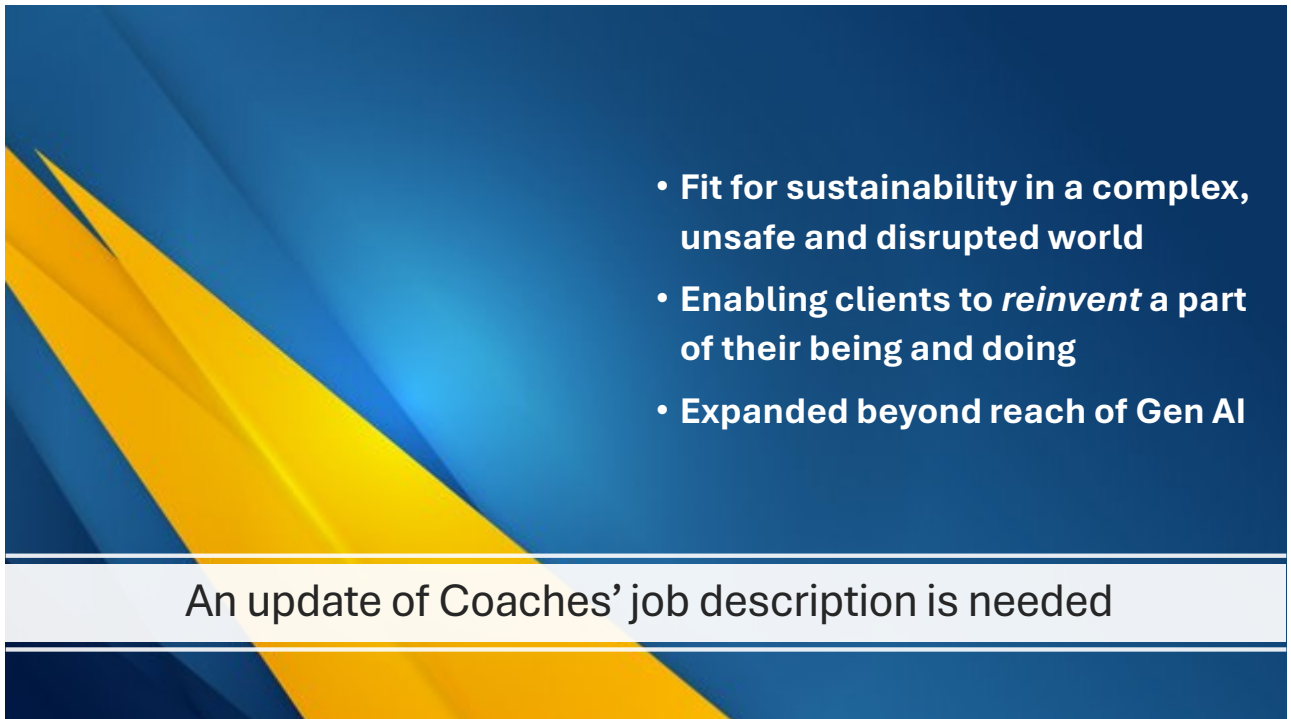
Coaching Demo – Coaching Artistically To Unleash Client Greatness

Jean-Francois Cousin

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- Fit for sustainability in a complex, unsafe and disrupted world
- Enabling clients to *reinvent* a part of their being and doing
- Expanded beyond reach of Gen AI

An update of Coaches' job description is needed

2

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

The process of coaching **often** unlocks previously untapped sources of **imagination, productivity** and leadership.

Coaching = partnering with clients in a thought-provoking and creative process that **enables** them to

- (1) Restore or sustain their **wellbeing, stamina and mindfulness**
- (2) **Empower themselves to generate the new ways of thinking and of being they need, to thrive across disruptions**

The process of coaching **must** unlock untapped or numbed sources of **reinvention** and leadership.

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Awaken clients Inner-Artist to reinvent who they are/what they do!

(We must) empower clients to generate the new ways of thinking and of being they need, to thrive across disruptions.

The process of coaching **must** unlock untapped or numbed sources of **reinvention** and leadership.

We need to **awaken in our clients**

- breadth and depth of new perspectives
- the energy and wisdom of their emotions and gut-feelings for forward-movement
- disruptive creativity and originality

= THEIR 'INNER-ARTIST'!

=> we need to **incorporate artistic touches in our core competencies!**

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- Differences between Mastery and Artistry in Coaching, and the added value of Artistry in our sessions
- DEMO
- Practical ways to unleash your artistic sensibility and enable clients to generate great new ways of thinking and being
- Daily practices you can adopt, to catalyze far more inspiration in clients, and -ultimately- embody inspiration for them

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- Differences between Mastery and Artistry in Coaching, and the added value of Artistry in our sessions

*Please share your insights
in our Q&A-box*

- DEMO
- Practical ways to unleash your artistic sensibility and enable clients to generate great new ways of thinking and being
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**Differences between
Mastery and Artistry**



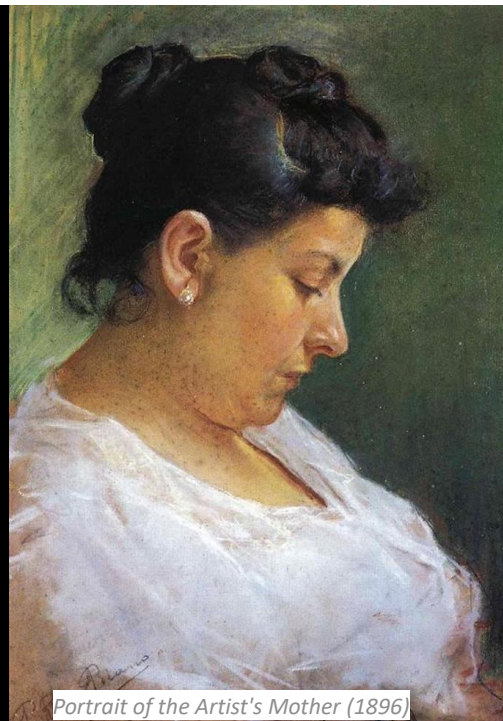
The Altarboy (1896)

Added value of Artistry

*Please share in
our Q&A box*

7

**Differences between
Mastery and Artistry**



Portrait of the Artist's Mother (1896)

Added value of Artistry

*Please share in
our Q&A box*

8

**Differences between
Mastery and Artistry**



The Artist's Sister Lola (ca. 1899-1900)

Added value of Artistry

*Please share in
our Q&A box*

9

**Differences between
Mastery and Artistry**



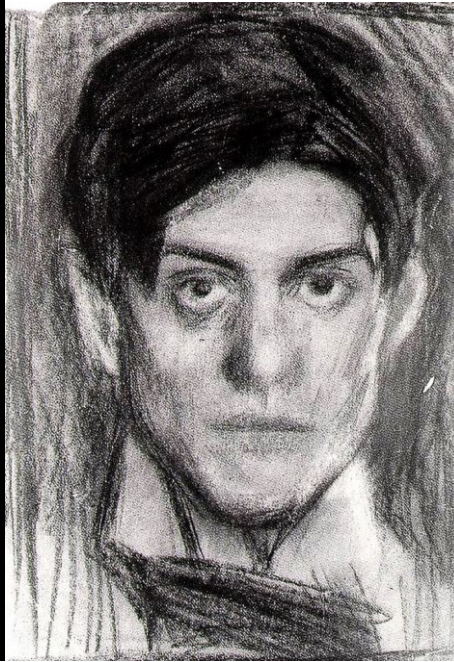
15 years old (1896)

Added value of Artistry

*Please share in
our Q&A box*

10

**Differences between
Mastery and Artistry**



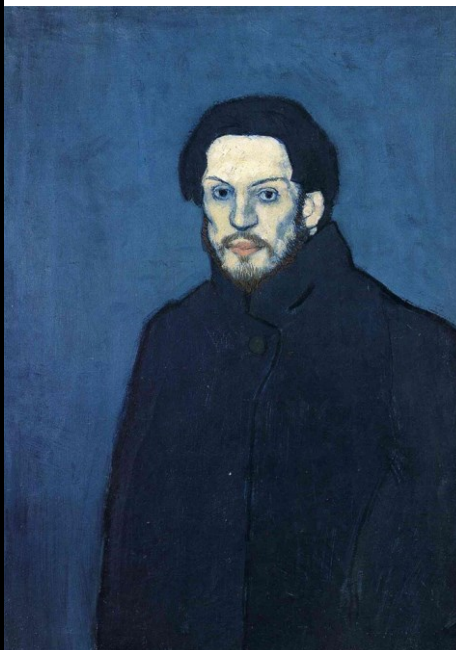
Added value of Artistry

*Please share in
our Q&A box*

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**Differences between
Mastery and Artistry**

20 years old (1901)



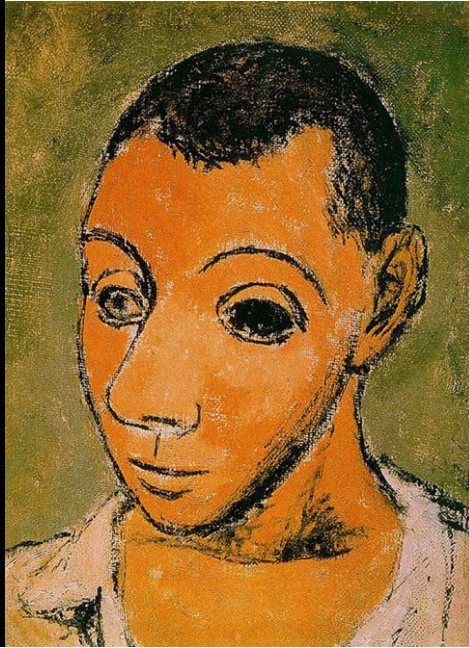
Added value of Artistry

*Please share in
our Q&A box*

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Differences between
Mastery and Artistry

24 years old (1906)



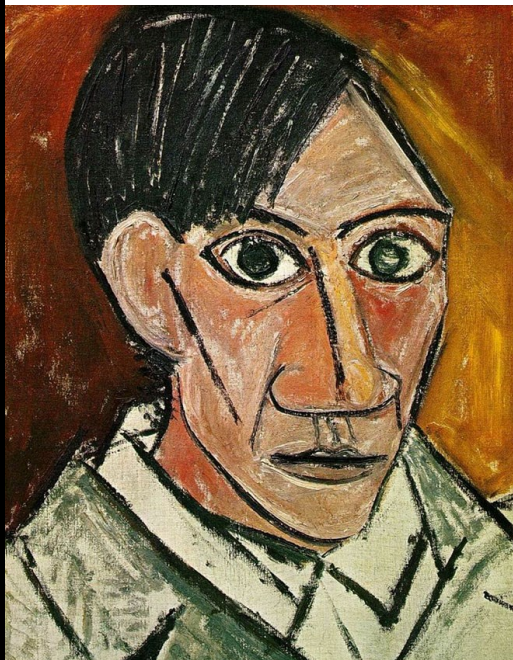
Added value of Artistry

*Please share in
our Q&A box*

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Differences between
Mastery and Artistry

25 years old (1907)



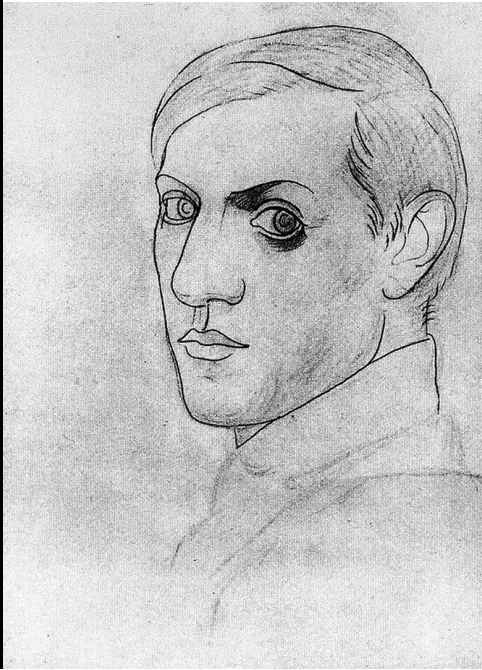
Added value of Artistry

*Please share in
our Q&A box*

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**Differences between
Mastery and Artistry**

35 years old (1917)



Added value of Artistry

*Please share in
our Q&A box*

15

**Differences between
Mastery and Artistry**

56 years old (1938)



Added value of Artistry

*Please share in
our Q&A box*

16

Differences between
Mastery and Artistry

83 years old (1965)



Added value of Artistry

*Please share in
our Q&A box*

17

Differences between
Mastery and Artistry

85 years old (1966)



Added value of Artistry

*Please share in
our Q&A box*

18

**Differences between
Mastery and Artistry**

89 years old (1971)



Added value of Artistry

*Please share in
our Q&A box*

19

**Differences between
Mastery and Artistry**

90 years old (June 28, 1972)



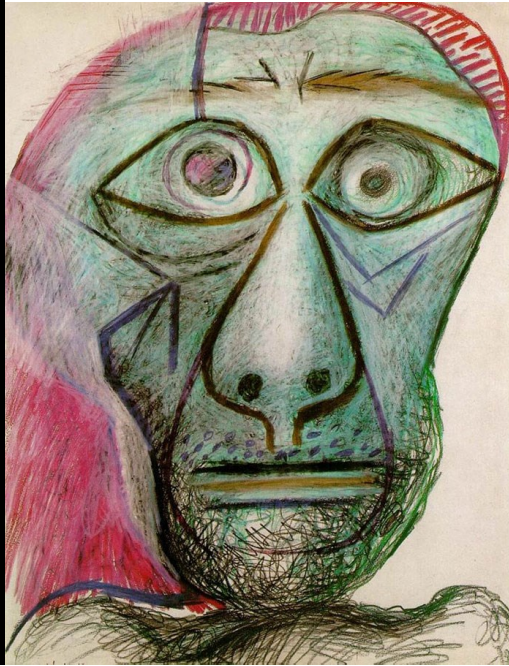
Added value of Artistry

*Please share in
our Q&A box*

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**Differences between
Mastery and Artistry**

90 years old (June 30, 1972)



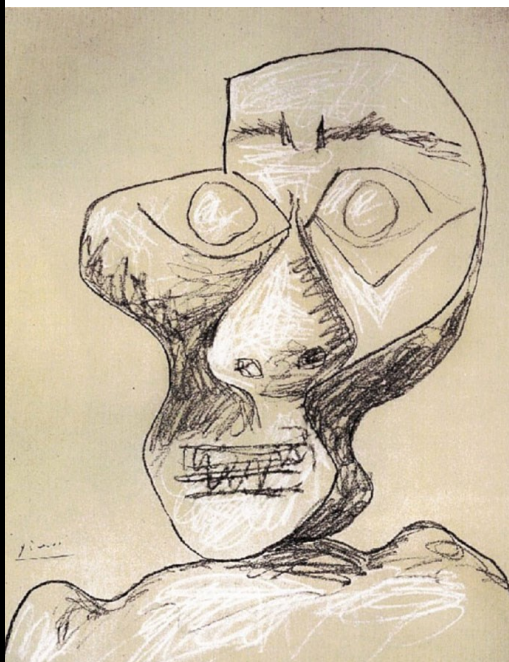
Added value of Artistry

*Please share in
our Q&A box*

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**Differences between
Mastery and Artistry**

90 years old (July 2, 1972)



Added value of Artistry

*Please share in
our Q&A box*

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Differences between
Mastery and Artistry

90 years old (July 3, 1972)



Added value of Artistry

*Please share in
our Q&A box*

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*Your insights, about
the added value of Artistry*



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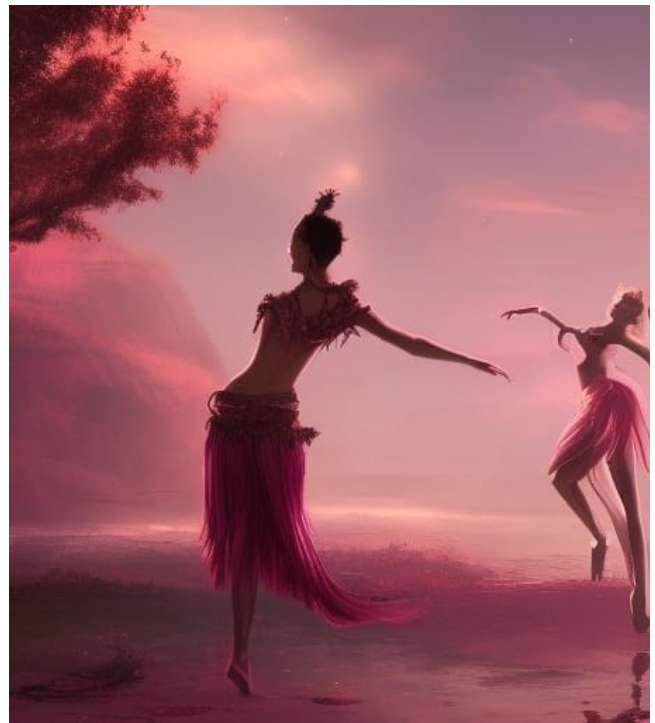
Mastery	Artistry	Value-added of Artistry
<ul style="list-style-type: none"> • Adherence to competencies • Technical proficiency • Skilled execution • Reproducibility 	<ul style="list-style-type: none"> Originality & innovation Emotional impact Distinctive inspiration Risk-taking Personal connection and resonance with the coachee's inner world Navigating complexity with intuition 	<ul style="list-style-type: none"> • Unlocks <ul style="list-style-type: none"> • different perspectives and emotions • creative thinking • inspired way of being • untapped or numbed sources of reinvention • Bold dialog with inner-world

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"Artistry is the dance of imagination and skill, choreographed to reveal the beauty that resides within the artist's soul."

Maya Angelou



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"The essence of artistry lies in the ability to perceive the extraordinary in the ordinary, to find beauty in the overlooked, and to convey the intangible through the tangible."

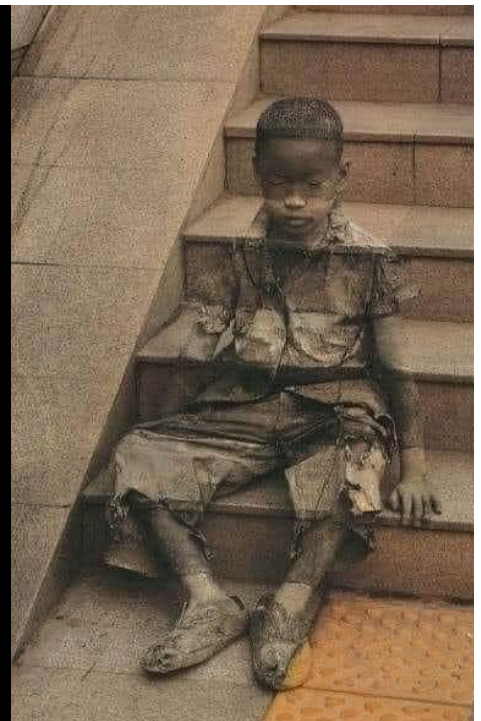
John Ruskin



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"Artistry is the act of making the invisible visible, of translating the whispers of inspiration into a tangible expression that resonates with the hearts of others."

Unknown



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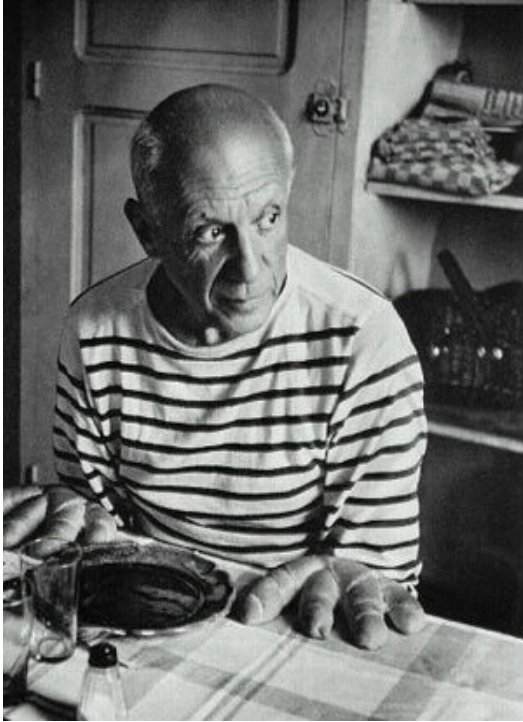
Coaching demo

*What unleashes the client's greatness?
Please share in our Q&A box*

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“Every child is an artist.
The problem is how to
remain an artist
once we grow up”
- Pablo Picasso

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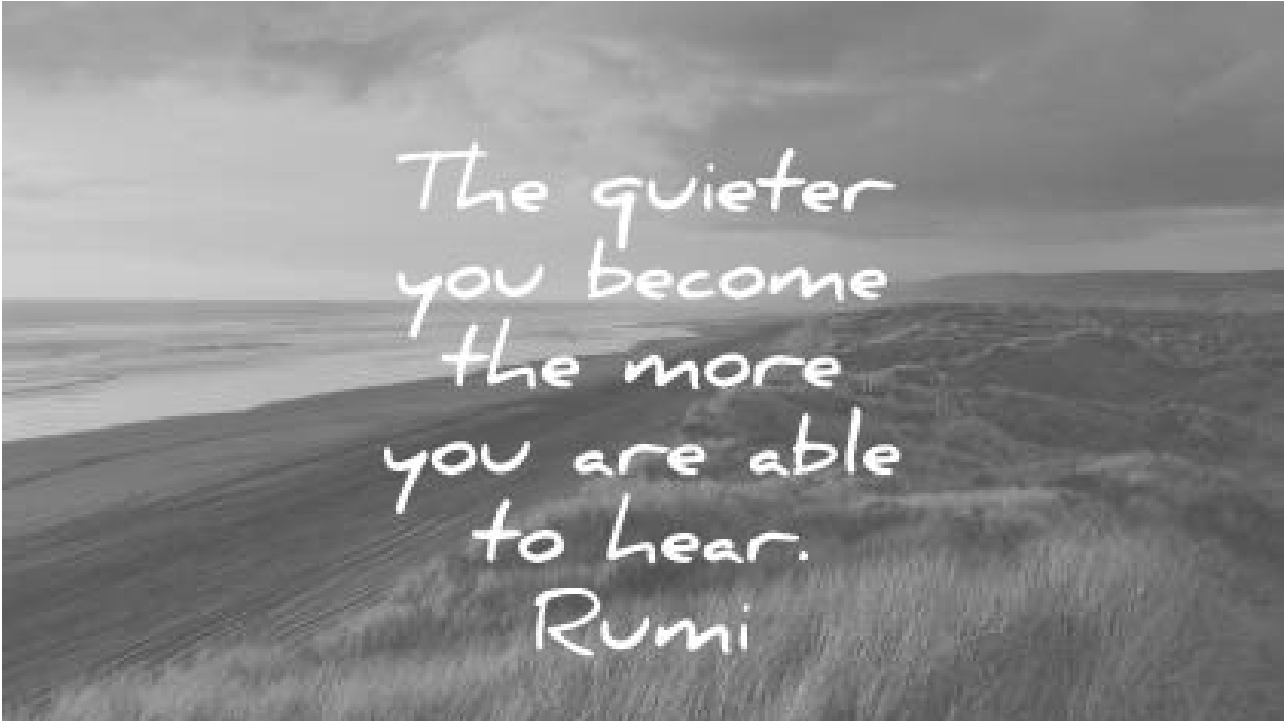


Presence is a state of
inner spaciousness.

Eckhart Tolle

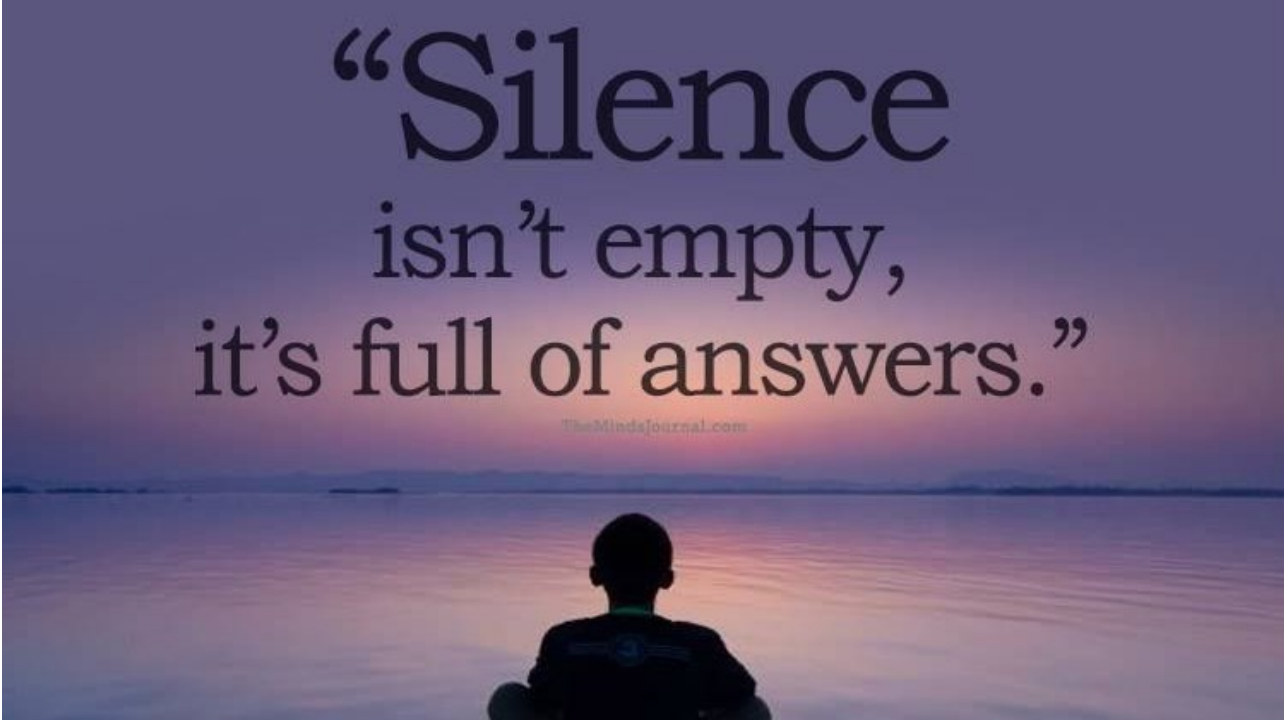
“quotezany”

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The quieter
you become
the more
you are able
to hear.
Rumi

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“Silence
isn’t empty,
it’s full of answers.”

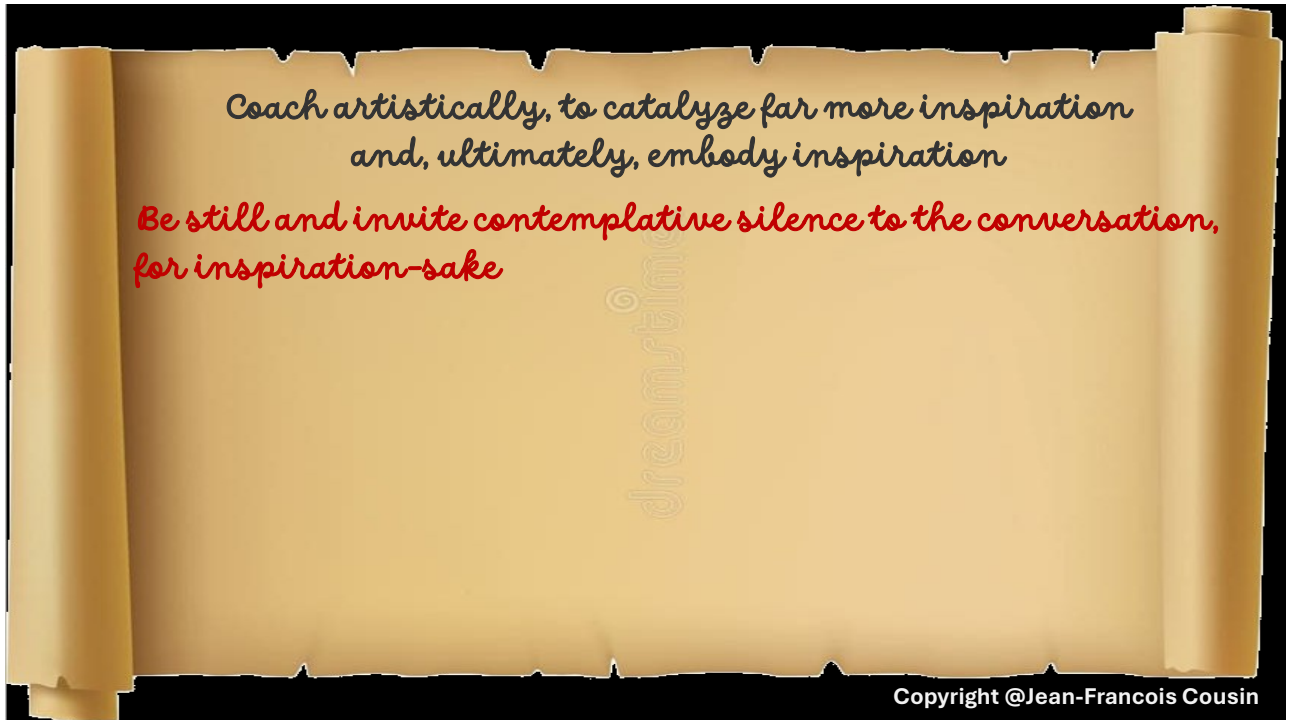
TheMindsJournal.com

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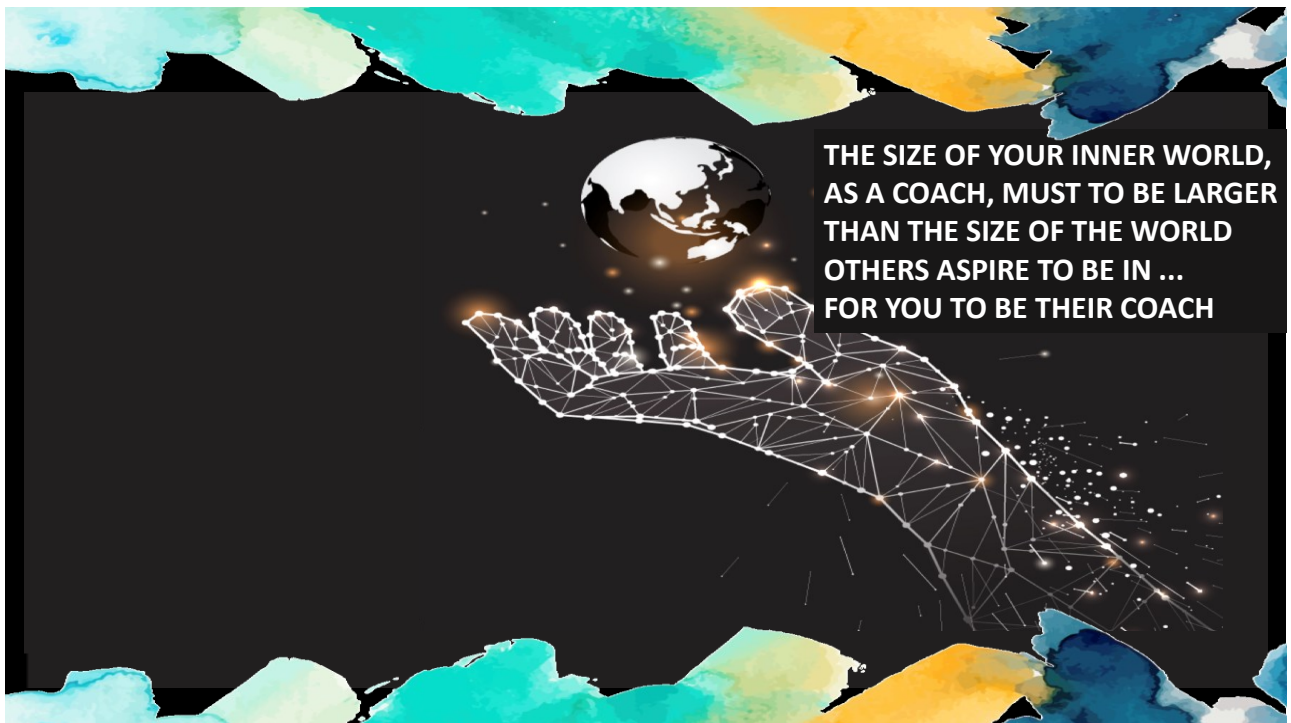


Listen
to silence.
It has so much
to say.
Rumi

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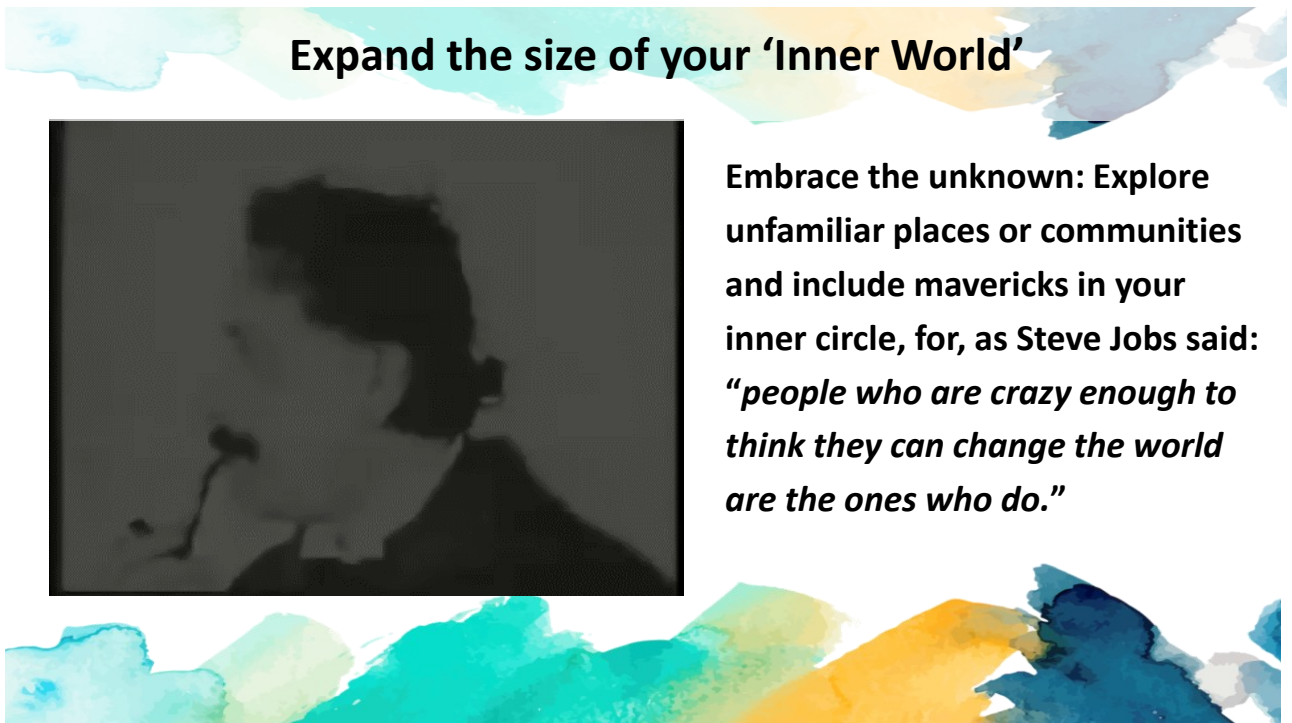
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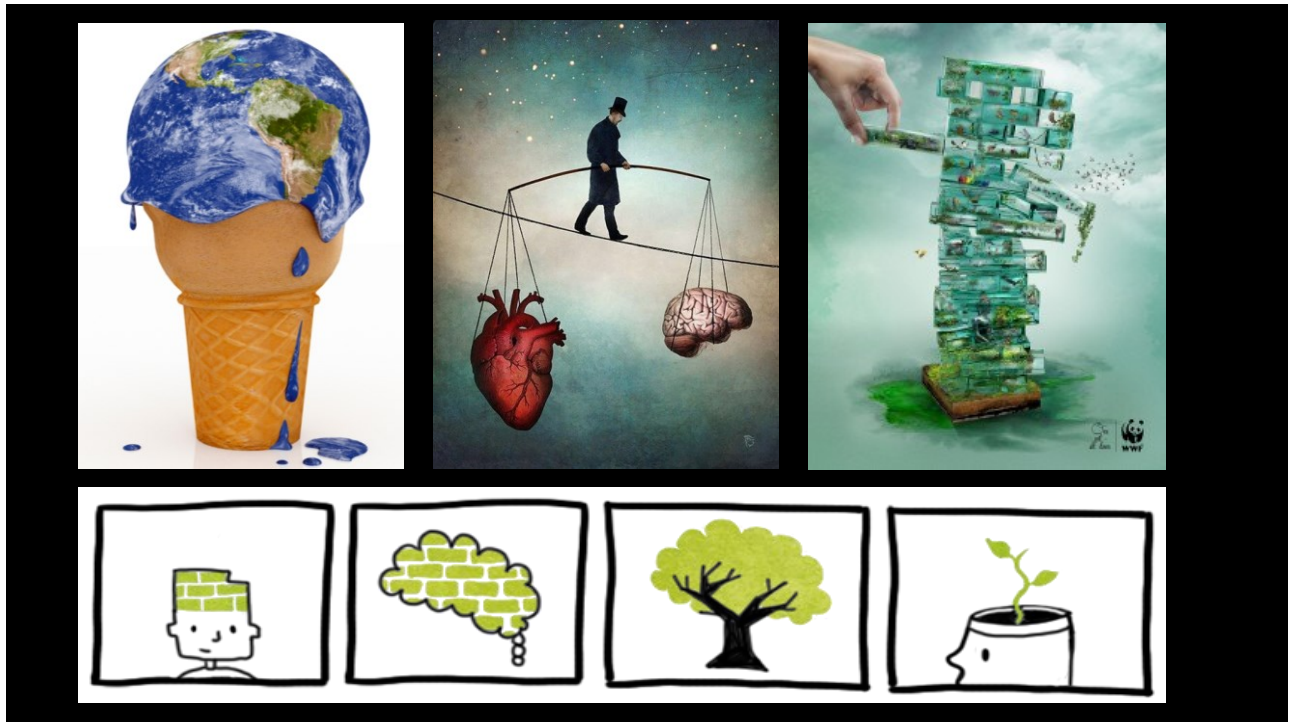
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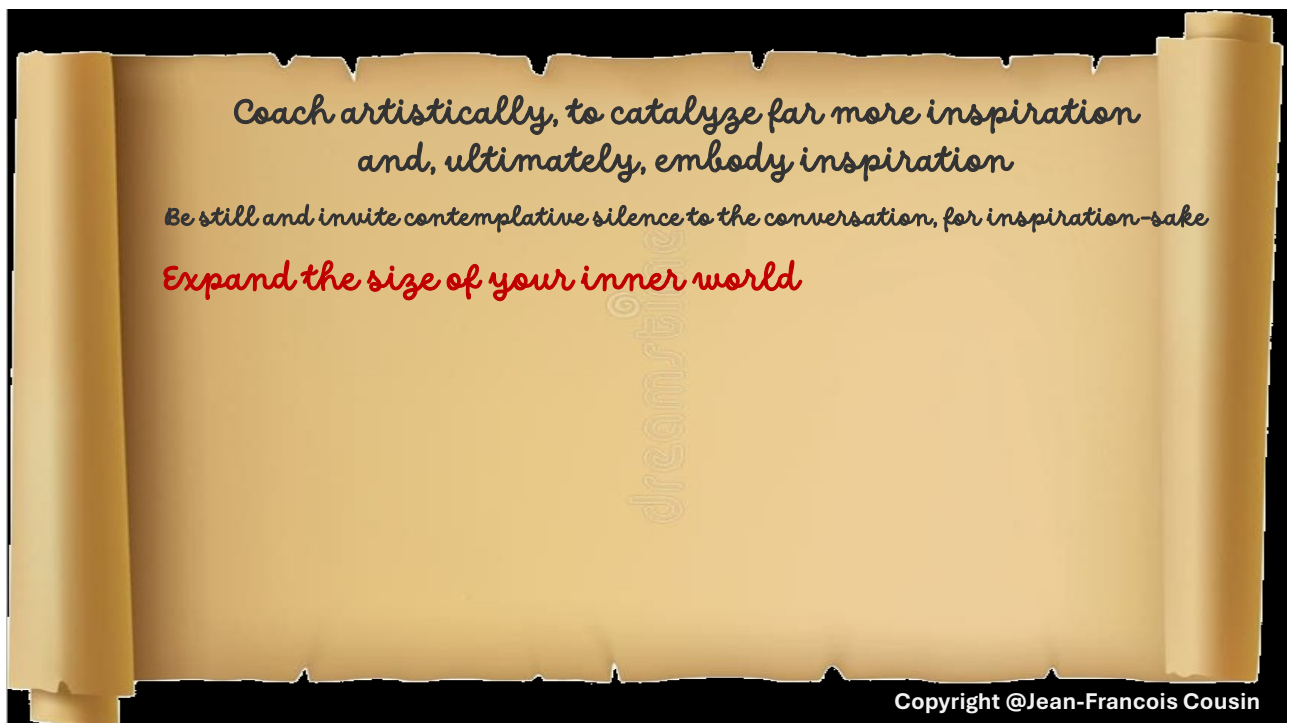
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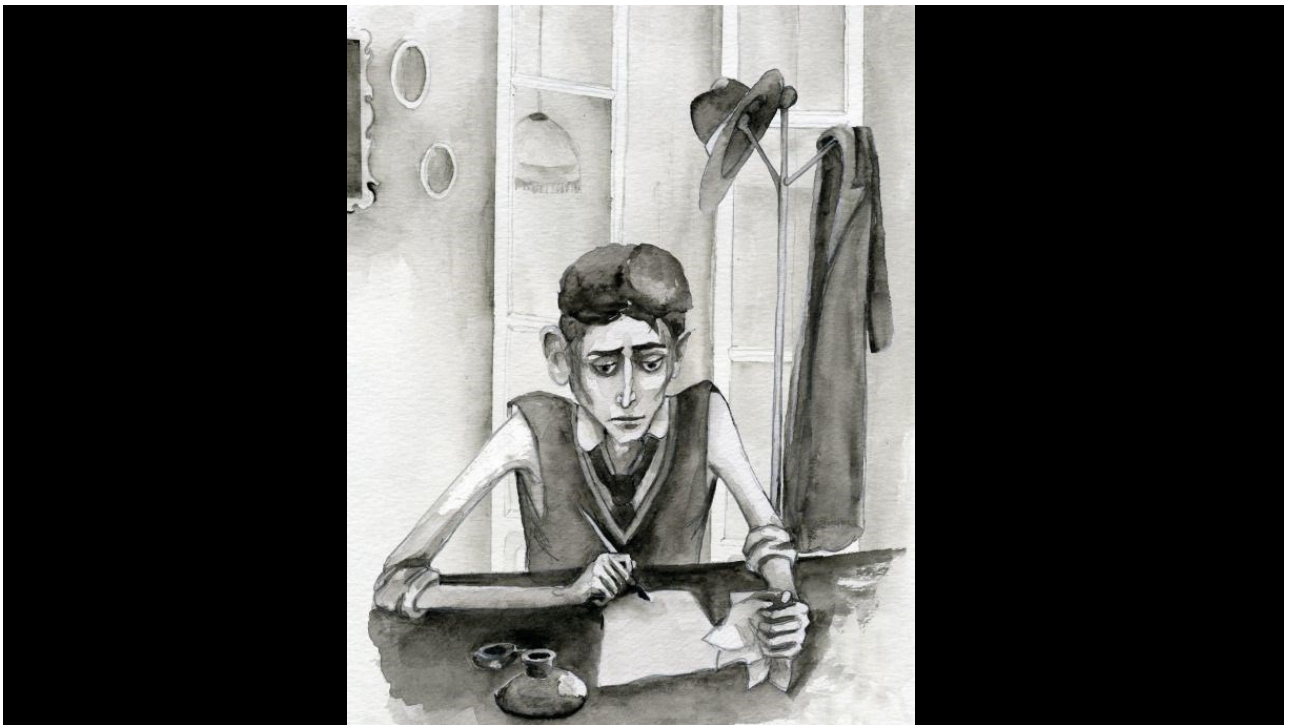
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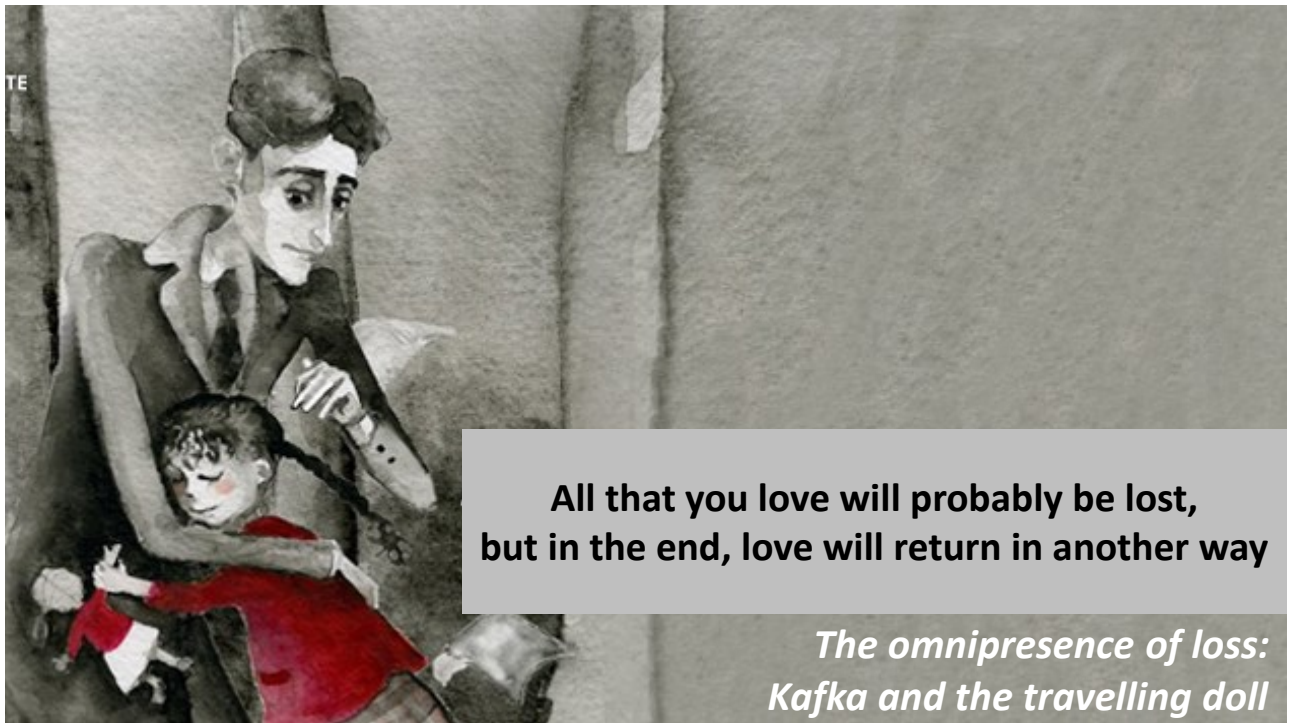
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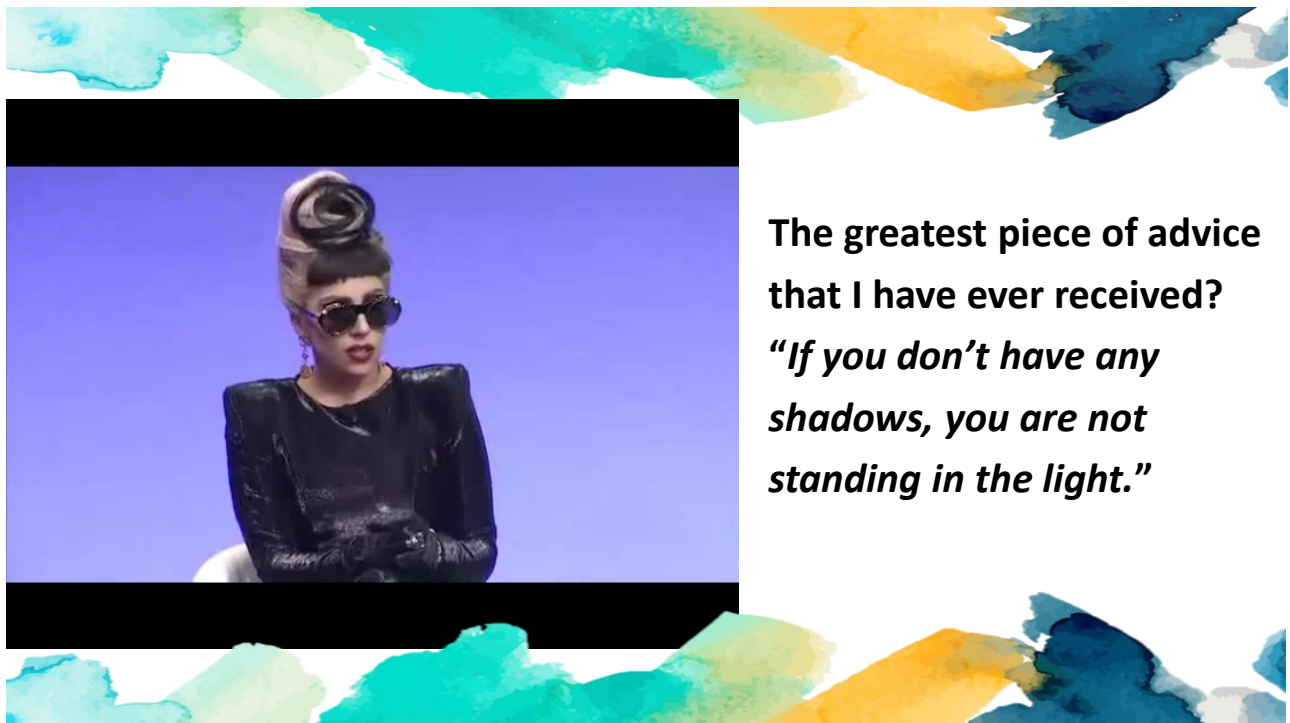
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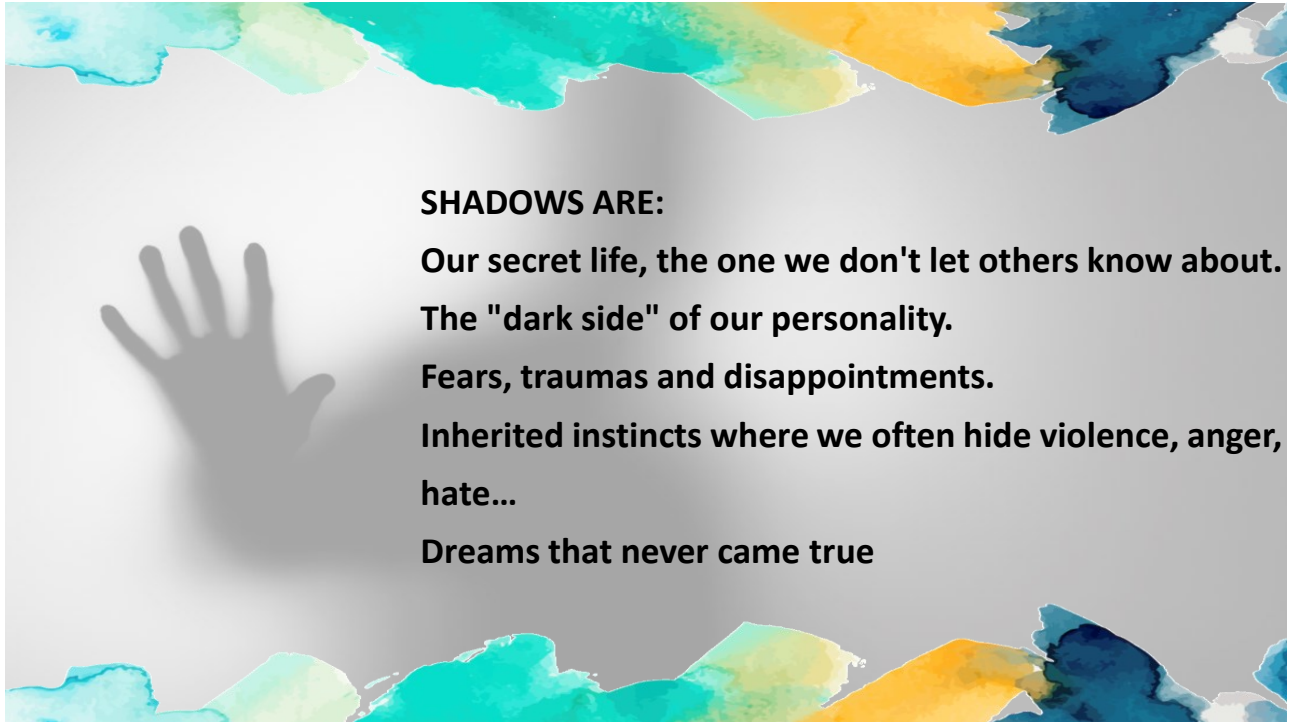
"I encourage people to look into the darkness, into places you wouldn't normally look, to find uniqueness and specialness, because that is where the diamonds are hiding."

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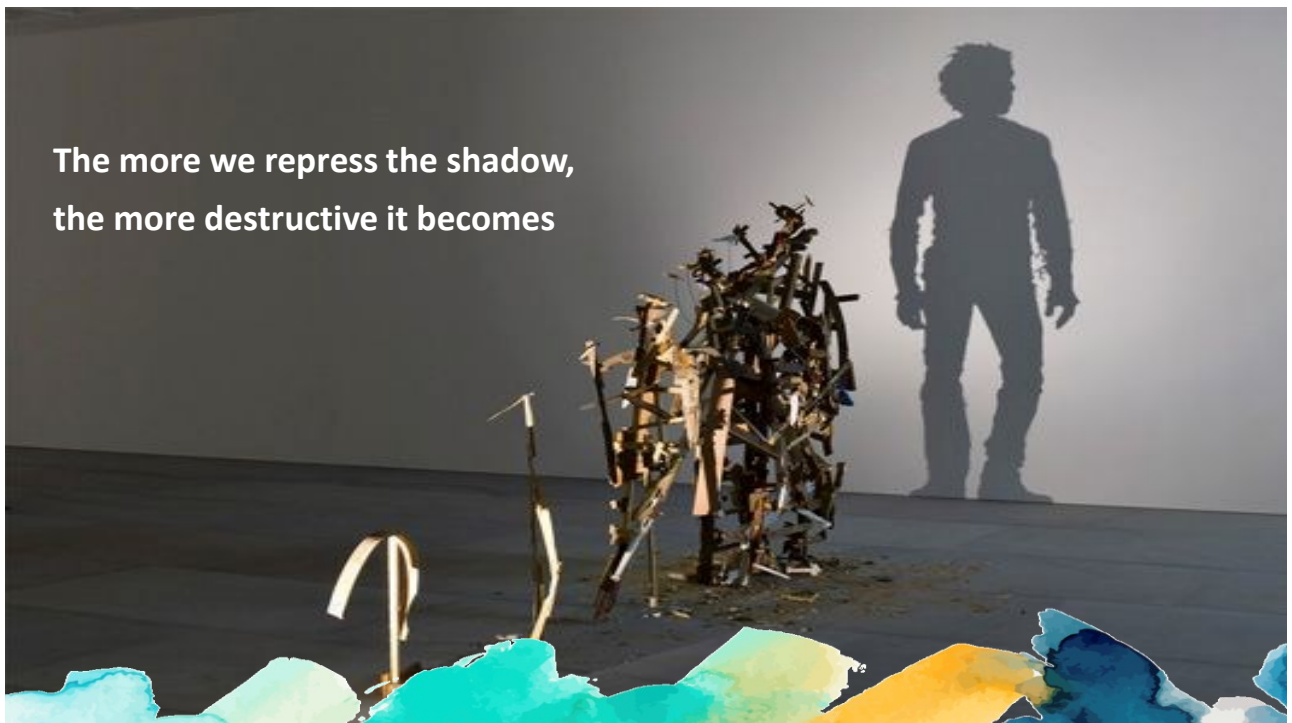
**Light and shadow live
in each one of us**



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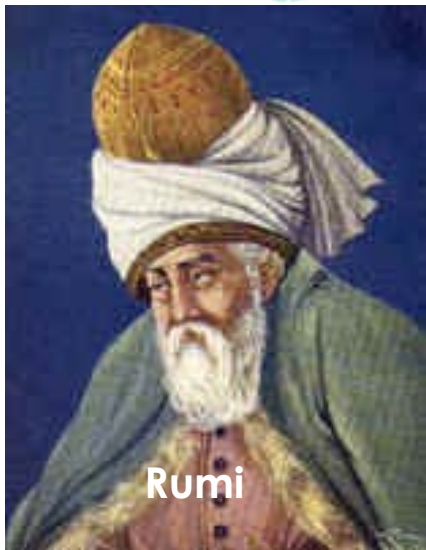


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**Discover shadows, understand what they want,
and use their power to transform... for Greatness sake**



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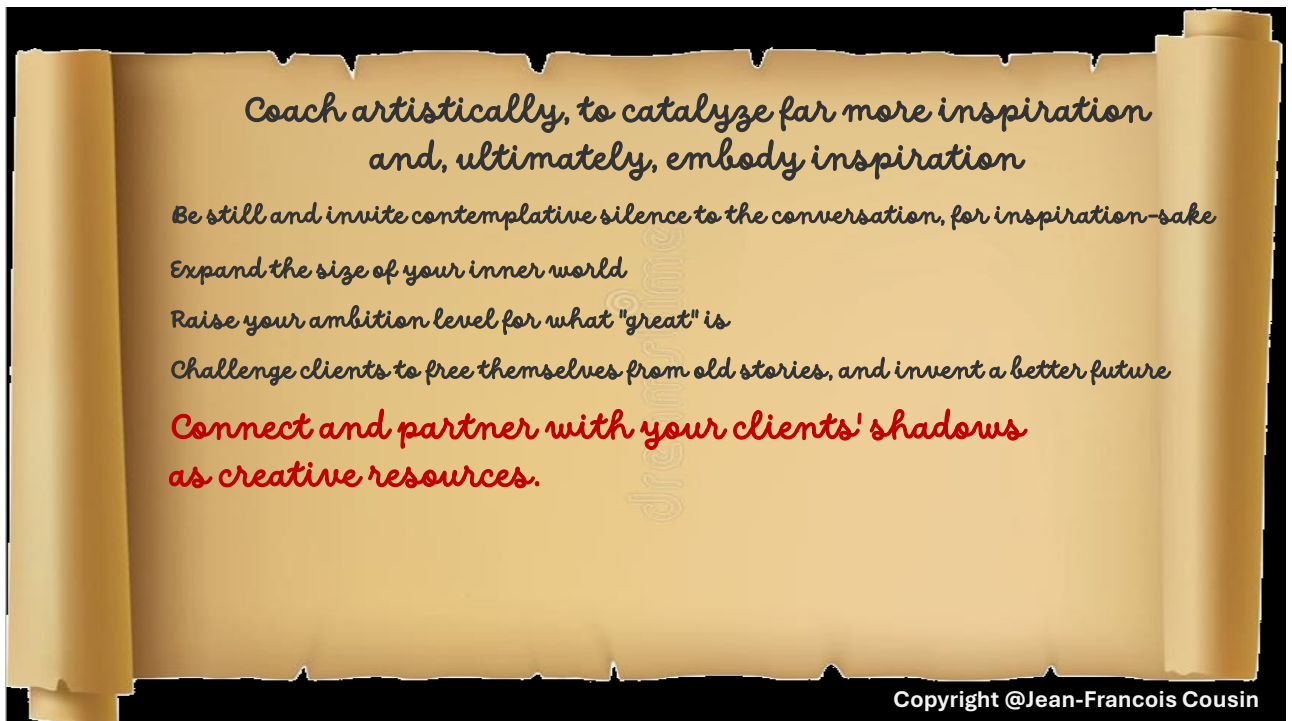
**"But that shadow has been serving you.
What hurts you, blesses you.
Darkness is your candle.
Your boundaries are your quest.
You must have shadow and light source both.
Listen, and lay your head under the tree of awe."**

58



Love your client's stains

59



*Coach artistically, to catalyze far more inspiration
and, ultimately, embody inspiration*

Be still and invite contemplative silence to the conversation, for inspiration-sake

Expand the size of your inner world

Raise your ambition level for what "great" is

Challenge clients to free themselves from old stories, and invent a better future

*Connect and partner with your clients' shadows
as creative resources.*

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A moment of inspiration, away from others' expectations...

Listen to what your **guts & heart** say about

how YOU can EMBODY INSPIRATION...

and complete the sentence (in our Q&A):

To embody inspiration, I will...



63

To embody inspiration, I will...



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To embody inspiration, I will...



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To embody inspiration, I will...



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To embody inspiration, I will...



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To embody inspiration, I will...



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To embody inspiration, I will...



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To embody inspiration, I will...



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To embody inspiration, I will...



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To embody inspiration, I will...



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To embody inspiration, I will...



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To embody inspiration, I will...



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To embody inspiration, I will...



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To embody inspiration, I will...



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To embody inspiration, I will...



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To embody inspiration, I will...



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To embody inspiration, I will...



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To embody inspiration, I will...



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To embody inspiration, I will...



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To embody inspiration, I will...



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To embody inspiration, I will...



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To embody inspiration, I will...



85

To embody inspiration, I will...



86

To embody inspiration, I will...



87

To embody inspiration, I will...



88

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Invite your clients to simplify their ideas to their essence

*Inquire about what your clients' guts and hearts need
(not what their culture or social groups make them want)*

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Embedding the power and light of your artistry in coaching will reenchant the people you serve and nurture in their minds, hearts and guts the desire to engage with others in novel ways that catalyze energy, inspiration and greatness.

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**Let's, together, establish
Coaching as an Artistic Discipline! 😊**

Jean-Francois Cousin, MCC, September 2024

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The End

Thank You!

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