



JEAN-FRANÇOIS COUSIN

Jean-François Cousin is an ICF-accredited Master Certified Coach (MCC) for Enlightened Leadership. He creates a safe and stimulating space for challenging, high-value conversations with his clients. He believes each person and each team has the potential for greatness and makes it his mission to support leaders and teams in catalyzing their growth in what matters most to them.

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. His sensitivity to cultural differences is an asset he developed through his international corporate career. Since 2006, he has served more than 700 leaders and dozens of executive teams, in more than 50 countries in the energy, manufacturing, fast-moving consumer goods, luxury, human resources, banking, supply chain, financial services, retail, transport, pharmaceuticals, insurance, IT, engineering, and nonprofit sectors. His specific areas of expertise include leadership, onboarding for CEOs and senior leaders, executive transition, strategic planning, and cross-cultural leadership. Jean-François also coaches executive teams on trust, productive conflict, effective collaboration, and change management. He authored the book, *Game Changers at the Circus—How Leaders Can Unleash Greatness in Their Organizations*, which Marshall Goldsmith says “is full of surprises – many counter-intuitive ideas that can help leaders change even the most stagnant and inflexible organizations into thriving, dynamic performers.” He has coauthored several other books, and writes columns for the media.

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

Jean-François holds a master of science degree in engineering, Ecole Centrale Paris, and attended the Fuqua School of Business, Duke University, USA. He is a certified NLP practitioner, certified in several assessments, including MBTI®, DISC, Hogan, and Booth 360. His native language is French, and he also coaches in English.

Clients

Accenture plc
Allianz
Chevron
Deloitte
Ford Motor Company
Hermes International S.A.
Hilton Worldwide
HSBC Holdings plc
Michelin
L’Oreal S.A.
Pfizer Inc.
Unilever
The World Bank Group

Testimonials

“Jean-François has been an invaluable coach in helping me improve my leadership skills.”
—Geoff Strong, Managing Director, Latin America Business Unit, Chevron (Venezuela)

“Jean-François helped me turn around my team in less than two years. At a personal level, I continue to regularly ask for his wise advice.”
—Bruno Charvet, Sales and Marketing Director, Ford (Middle East and Africa)

“I have known and worked with Jean-François for more than three years, and we have utilized his coaching for the development of our executives with great success.”
—Umesh Phadke, Managing Director, L’Oréal Paris (Thailand)