

ACHIEVING NEW HEIGHTS:

Founder and CEO of Be & Become shares his secrets for driving leadership and business success



Gilles Favro
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Gilles Favro has 25 years of international experience as a C-Level & Senior Executive Coach, and more than 10 years of consulting expertise at the highest level in the areas of organizational development and transformation.

Mr Favro, please can you explain to us what your coaching sessions are about?

My main job is the ongoing organizational development and transformation, design and process improvement, consulting and coaching for change. That means to drive change, to coach executives, and to coach teams. I've been working since 2007 with international cross-cultural teams, working on global projects including English, American and European staff and helping them to build a cohesive team to reach peak performance levels of working together effectively, with great team spirit. The top goal is to set a vision, which is shared across all levels of the team. Because if the vision isn't shared and understood by all the people working for the company then it makes it hard to align this vision.

I also work with entrepreneurs and C-level managers (CEOs, CFOs etc) at the top level of management and I have three degrees in Executive Team Coaching, Human Resources and International Hospitality. On top of that, I give lectures at several business schools and universities including SKEMA Business School in Sophia-Antipolis. For four years I've been a lecturer in Paris, at the University of Paris and HEC Paris Executive Education, in Leadership, Cross-cultural Management and Executive Coaching.

How do you help motivate young people to succeed in an increasingly complicated world?

The first thing is passion. To be able to do what I do, you need a lot of passion and energy to convey to the young women and men and to get them motivated and inspired too. You also need to lead by example; to show what it is possible. There's always a new way of trying things. We look at what makes a leader.

The second quality is mindset. There is a lot of research on mindset in the psychological field, which is about the ability to learn, to grow and to handle challenges if faced with a difficult situation. There's also been a lot of research on the power of positive emotions from the University of Pennsylvania, Stamford and Harvard. If you look at some of the top Fortune 500 companies, the most effective and successful ones were those where their staff interact positively during their work together. Positive emotions produce and upwards spiral of results. By producing positive

emotions the management could really engage and motivate a team. And then there is resilience. In the corporate world, this is very important. Competition is very fierce, and how people bounce back in the face of adversity is vital.

Throughout your career you've shown a strong interest in the psychological aspects of business. Can you tell us a bit more? And what are your values?

My first principle is to learn, the second is to grow and the third is to teach transmission – passing on the legacy. Those are the core values for me, which if I look back on my career have been the main engine, the main force, for me to move, and is what I'm still passionate about today. I come from the corporate world, I'm not trained in psychology, but I became interested in psychology and wellbeing, health and resilience. However, for more than 0 years, I have applied rigorous research grounded in solid scientific methodology, assessments and interventions. I decided to train in psychology, not clinical, but mainly Cognitive Behavioural Therapy, and centred mindfulness, which I've been practicing since 1994 – long before mindfulness became trendy!

Today you help enterprises find new strategies and their identity. What is the key to this?

There's no magic answer because I don't believe in quick fixes. There are lots of books coming out every year on the top five leadership skills, or 10 ways to become a successful manager. I don't believe in things like that – there are no magic tricks. I strongly believe you have to work a lot, focus on yourself, have a clear vision of what your goals are...and you have to work hard on this. The problem with today is everyone wants to obtain fast results, so they usually end up only with superficial results.

Isn't your title misleading because it seems that these days many people claim to be a 'coach'?

I totally agree – the word is used too much. I never introduce myself as a coach in English, apart from as an executive coach, which is very specific. Today we use the word 'coach' for everything, it's completely misused. My job is to help empower people, executives and industries to perform at their best and develop their strengths.

What is your message to the young people and aspiring entrepreneurs of today?

It's very simple: Be passionate about what you do, engage yourself in your dreams, have a really clear understanding of what they are and really go for them. We spend a lot of time at work, sometimes more than half our lives or even an entire life. The only way to be truly satisfied with our lives, whether you're a top-level CEO or in any kind of job, is to enjoy what you do. And those people who are genuinely passionate about their work will be the people who inspire others. ▀