

The GROW Model

This was developed by John Whitmore and is widely used in personal and business coaching, as it is a simple and effective framework for the coaching process.

The first stage of this four-stage model is:

G IS FOR GOAL

What do you want to achieve? It is very important to set a SPECIFIC goal at the very beginning. Better still, a goal that is SMART, i.e.:

Specific **Measurable** **Achievable** **Realistic** **Time-bound**

The GROW process helps to ensure this.

It's also important to have goals that match with our VALUES otherwise we will keep putting barriers in our own way. By exploring the reality of our goals, it can help to uncover our values and self-limiting beliefs, and goals are often refined and revised in view of this....

Goal questions

- What are you aiming for in the long/medium/short term?
- When would you like to have reached this?
- What would you like to achieve by the end of this session?
- How will you know when you have achieved this?
- What will it look/feel/sound like?

The next stage is:

R IS FOR REALITY

What is the TRUTH about the situation? The current situation is explored and the facts are established. During this phase it's important to encourage the client to use DESCRIPTIVE and not evaluative statements. It is also helpful for the coach to ask challenging or searching questions and to probe beneath the surface in order to get the client to examine their thoughts and to raise awareness. Questions at this phase are usually prefaced by 'what', 'where', 'when', 'who' and 'how' which help the client to think creatively and to draw out the facts of the situation.

Reality questions

- What is happening at the moment around (this issue)?
- What have you done so far towards this (goal)?
- What is your main concern around this goal/issue?
- What resources do you have to help you with this?
- What might be holding you back?

O IS FOR OPTIONS

What CHOICES do you have to change your reality and reach your goal? What ALTERNATIVES are there? Generating options is a creative process that is stimulated by the coach asking the right kinds of open questions, by inviting the client to suspend all judgement and self-criticism, by maintaining interest and by challenging the client just when they think they cannot come up with another idea. Often the best ideas come after the point when the client thought she was finished.

Options questions

- What could you do to move yourself one step forward to achieving your goal?
- What are all the different ways you could approach this?
- What else could you do?
- What if you knew you couldn't fail?
- If you could think of three more things, what would they be?

Evaluating each option narrows down the choice to which one or ones feel right and achievable for the client, this leads into the final stage:

W IS FOR WHAT WILL YOU DO?

Which option WILL you really enjoy doing because it is part of the life you want? Which one are you willing to do, regardless of how much work it takes? Which one will you actually do because it will take you nearer your goal or your dream? This is where COMMITMENT comes in. This is the step just before ACTION or implementation. The next steps are agreed with a timetable and a commitment from the client.

Will questions

- Which of your options feels best/seems best/looks best/sounds best? (Depending on Clients preferred sense)
- Which would take you nearest to your longer-term goal?
- Which would give you the most satisfaction?
- When will you do this?
- Tell me specifically what actions you will take and when to carry this out?

I then add on a question at the end

- ***On a scale of 1-10 how committed to you are achieving this goal?***

Anything less than 8/10 then you need to go back to the G questions to get them to re-define it so they are 9 or 10/10 motivated!