

GROW Model Framework

The GROW Model is the most common framework used by coaches in the business environment. Given its relative simplicity, many managers have taught themselves to use the GROW model as a way to structure coaching and mentoring sessions with their employees.

GROW is an acronym that stands for:

Goal

Reality (Current Situation)

Options

Will (Way Forward)

Goal:

Coaching starts with establishing a goal. It could be a performance goal, a development goal, a problem to solve, a decision to make, or a goal for the coaching session.

1. What do you want to achieve from this coaching session?
2. What goal do you want to achieve for the next month/quarter/year?
3. What would you like to happen with _____?
4. What do you really want?
5. What would you like to accomplish?
6. What result are you trying to achieve?
7. What outcome would be ideal?
8. What do you want to change?
9. Why are you hoping to achieve this goal?
10. What benefits would result from achieving this goal?

Reality (current situation):

This step in the GROW model helps coaches and employees gain awareness of the current reality—the scope, context and magnitude of the existing situation.

1. What is happening right now (what, who, where, when, and how often)?
2. What is the impact or result of this?
3. How severe/serious/urgent is the situation on a scale of 1 to 10?
4. Have you already taken any steps toward your goal?
5. How would you describe what you have done so far?

6. What have you already tried?
7. What actions are currently under way?
8. What is required of you?
9. What do you think is holding you back?
10. What's the biggest challenge you are facing right now?
11. Do you know other people who have achieved your goal?
12. What did you learn from _____?
13. If you asked _____, what would they say about you?

Options:

Once the coach and employee both have a clear understanding of the situation, the coaching conversation turns to defining the potential alternatives for achieving success.

1. What options are available to help you meet your goal?
2. What has worked for you already?
3. How could you do more of that?
4. Have you ever tackled a situation like this before?
5. What could you do differently?
6. Do you know someone who has encountered a similar challenge?
7. Who else might be able/willing to help?
8. What is the hardest/most challenging part of this for you?
9. What would you gain/lose by doing/saying _____?
10. What's the best/worst thing about that option?
11. What could you do to get a better result (or move closer to your goal)?
12. What other factors should you consider?

Will (or way forward):

In the last step of the GROW model, the coach checks for commitment and helps the employee establish a clear plan of action.

1. Which option do you feel ready to act on?
2. How are you going to move forward?
3. What's your first step?
4. What support do you need to get started?
5. What resources could help you?

6. Is there anything missing?
7. What is the likelihood of your plan succeeding on a scale of 1 to 10?
8. What would it take to make it to a 10?
9. What obstacles could get in the way of your progress?
10. Do you have a plan to overcome those?
11. What three actions can you take this week toward meeting your goal?
12. How committed are you to achieving success on a scale of 1 to 10?
13. What would it take to make that a 10?
14. How will you know when you have been successful?
15. What will happen (or, what is the cost) if you don't take action or succeed?

A coaching conversation hardly ever follows a nice, neat, sequential four-step path. However, an arsenal of awesome questions within the GROW framework gives managers the confidence needed to get started until the model becomes second nature. With some practice, leaders can weave this framework into a natural, conversational flow that helps to infuse great coaching into everything they do.

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