

Introduction to the GROW Model

Coaching people is less complex if you have a defined process to follow.

The GROW Model is exactly that – a process for coaching in a step-by-step approach.

Four Steps to Coaching Success

Follow the steps below:

1. **Set a Goal:** Establish success measures and link them to personal and organizational objectives and strategy.

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2. **Review the Current Reality:** Review current status, existing performance gaps and what has already been tried.

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3. **Contemplate Options:**

Brainstorm what else could be done to optimize the situation and achieve the goal. Use the stop/start/continue thinking process to think strategically.

("What can I start doing, stop doing and continue to do to move ahead?")

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4. **Establish the Will:**

Consider how to proceed, timelines for accomplishment and what to do if obstacles are encountered.
