

GROW

Self-Coaching Guide

What is the GROW model?

The GROW model gives focus and structure to conversations to make them more purposeful and to result in positive outcomes. It guides you in selecting the right type of question at the most appropriate stage of the conversation. Although GROW is described as a sequence of questioning stages, in reality you will often find yourself moving around these stages as required by the needs of the conversation.

The GROW sequence of questioning is shown in the diagram opposite and comprised of five stages:

- 1) Agree the topic for this conversation
- 2) Ask what they want from this conversation
- 3) Understand fully the current situation
- 4) Explore a range of possible options and agree one
- 5) Agree what you (both) will do, i.e. develop an action plan

Note that this sequence may require iteration or another goal may be identified as a result of the action plan which may be the subject of a further conversation.



How can I focus and structure my conversations?

Using the GROW model can help to guide your conversation to ensure it is focused and structured. Each stage of the GROW model is summarised below:

- 1) **Topic:** You should agree the topic the person wants to talk about in this particular conversation.
- 2) **Goal:** From that broad topic, ask the person to be really clear about what they want from this conversation, e.g. *'What's the specific outcome you want today? How will we know we have succeeded?'*
- 3) **Reality:** You should ask the person to explain the key facts until the current situation is fully known and understood, e.g. *'What facts do we need to be aware of? What else is relevant? Who else is involved?'*
- 4) **Options:** You should explore what potential options are available and then narrow them down by evaluating the upsides and downsides of each, e.g. *'What if ...? What else? Which options seems best?'*
- 5) **Will:** You should ask what they (and you) will do as a result of this conversation and check their motivation to do it, e.g. *'What will you do? How? When? What might get in the way? What support do you need to pursue this, and where can you get it from? How committed are you to actually doing this?'*

Further reading:

Coaching for Performance: GROWing Human Potential and Purpose by John Whitmore (2015).

***"Before you are a leader, success is all about growing yourself.
When you become a leader, success is all about growing others."*** Jack Welch

More Information

M +44 (0)7711 856804 **E** hello@paulhollywell.com **L** www.linkedin.com/in/paulhollywell **W** www.paulhollywell.com