

GROW model for Coaching Cohorts

A Tool for Coaches

The **GROW** model for coaching provides a simple but effective framework to help guide the coaching process.

G.R.O.W. stands for **Goal – Reality – Options – Will Do.**

A helpful travel analogy.

- **Goal** is like the destination to where you want to go.
- **Reality** is like a description of your starting point
- **Options** are a list of different ways you might get there
- **Will do** is the choice of which options will be

Goal

The purpose of this phase is to develop a short, precise goal that clearly encapsulates the essence of what is sought to be achieved. Sometimes the acronym SMART can be helpful? A goal can often be enhanced or edited whether the goal is;

Specific, **M**easurable, **A**ttainable, **R**elated to the task, & **T**imed.

Reality

Spending time acknowledging the scope of impacting factors upon the accomplishment of a task or goal can often be helpful. This might mean describing the time & funds available, past or similar experiences, knowledge or information needed, expected opposition or known barriers. The list can go on and on, but the key idea is not to try to dig too deeply or even try to resolve or solve these aspects. Rather the task is to paint a somewhat comprehensive picture.

Options

Brainstorming is the name of the game in this phase! Helping people think widely without trying to assess or even discuss the merits of each listed option. “keeping the editor out of the room is important. In group settings it is important to make sure other group members don’t judge the validity of any suggestion. Even just prompting the person by asking “what else could you do?” a number of times. Or asking “What is the crazy option?”.

Will do

Here the task is to reduce the *options* to a few actual actions. These are the type of actions for which the participant might be willing to be held accountable? The following questions might prove helpful;

- What will you do?
- When will you seek to do it by?
- To whom will you be accountable to for this? (Note whilst it might be the group or coach it is not essential that this is where accountability lies)

By the end of the **GROW** process a person being coached should have a clear plan of some action steps that they expect will help them make movement towards the actualisation of the *goal*.

It is unlikely that time in Coaching Cohorts will allow each person to go through their own GROW process each time the group meets. But sharing this model with the participants might help them to move along this helpful pathway.