

# The GROW Model

The GROW model stands for **G**oal, **R**eality, **O**ptions, and **W**ill. This model was originally created in the 1980s by Sir John Whitmore, and then further developed by other coaches such as Alan Fine and Graham Alexander.

Part of the reason why this model has become so popular, is because of its simplicity and effectiveness. In a nutshell, a client establishes a goal (something they want to achieve); you then establish where the client is in respect to that goal, in other words you establish the reality; you then explore the options such as what you need to accomplish the goal, what are the obstacles, what the steps are; and then, you establish the commitment (or will) to the set plan.

You don't really need to explain to your clients that they're going to be using the GROW model. In fact, they probably will not even care what they use to accomplish their goals, as long as they can see a way forward.

## **Establishing the goal.**

Most goals are never accomplished and left on the wayside, forgotten in the graveyard of New Year's resolutions and promises made. So, you might want to help your clients become proficient at creating their goals. How? Well, let's start by:

- Asking them to write down their goals, instead of just thinking about them. Don't let goals get lost in the shuffle of life, if they're not written down somewhere, readily available to look at, you can be sure they will be soon forgotten.
- Don't worry about being realistic. Most people give up before they even start, they imagine all sorts of limitations, or believe their goals to be too big, or are afraid somehow to be too airy-fairy about their dreams and then issue all sorts of judgments and filters before they even get started.
- Think BIG. There's really no difference between a small goal and a big one, they're both going to take effort and commitment. Because of this, you should allow your client to note that it's probably better to go BIG instead of staying small, get them out of their comfort zone.
- Teach them to be positive. What does your client want to accomplish? Ask them to try out saying something like: "I am saving 10% of my earnings every month," instead of "I want to get out of debt." Or, "I am exercising 4 times a week" instead of "I want to lose 30 pounds."
- Find goals worth fighting for. In other words, help your clients find their WHY. What would make a goal worth fighting for? What will give them meaning?

## **Examining the Current Reality.**

It's very hard to get to that "somewhere," (your goal) if you don't know where you are starting from. It's like beginning a journey. You can only understand a map when you know where you are.

## **Exploring the Options.**

Here's where you can get creative and allow your client to explore the many possible options that may be available. As a coach, you are in a sense allowing your client to expand their maps and see all the possible routes to get from here to there. By providing a safe, non-judgmental environment where your client can explore and discover the limitless options that in reality they have, they'll be able to choose a path that's better for them.

Some questions that you might ask are:

- What else is possible?
- What if this or that obstacle were removed? How would that change the situation?
- What are the pros and cons of this option?
- What obstacles stand in your way?

## **Establishing The Will.**

In order for your client to accomplish a goal, they're going to have to be able to remain committed long-term to taking consistent action until it's accomplished. As a coach, the best way you can probably help someone achieve their goals, is by keeping them accountable to taking consistent action.

Be prepared to find resistance, because most people will tend to fight whatever moves them from their comfort zone.

Some questions that you might ask are:

- What are your Ah-ha moments?
- What do you need to learn (skills, knowledge, etc)?
- What could stop you moving forward? How will you overcome this?
- How can you keep yourself motivated?
- What support do you need?