**THE GROW MODEL**

**SIR JOHN WHITMORE’S COACHING FRAMEWORK FOR LEADERS**

---

### GOAL

There are different levels of goals depending on how far in the future you are looking.

Identify the inspirational goal to drive success and keep energy and motivation high.

- What are you looking to achieve?
- What do we want to get out of this meeting?
- What’s the bigger picture?

---

### REALITY

Discuss the current situation and what barriers currently exist between now and achievement of the goal.

Ask questions to help the individual or team find their strengths.

- What is the current situation?
- What qualities/resources do you have to help you?
- What are the internal/external obstacles?

---

### OPTIONS

Explore the options for moving forward.

The more imaginative your questions, the more likely the individual or team may have a breakthrough insight.

- How would you tackle this if time wasn’t a factor?
- What option appeals to you most right now?
- What else could you do?

---

### WILL

Agree specific actions and timeframe and set accountability and reporting.

Check in on commitment level and revisit the earlier steps if it’s lower than 8 out of 10!

- What will you do now?
- When will you do it?
- How will I know when you’ve been successful?
- How committed are you on a scale between 1 and 10?