

The GROW model developed by John Whitmore (2003) provides a model of coaching that aims to unlock potential following a cycle that explores the **G**oals, **R**eality, **O**ptions and **W**ill to commit.

The model does not always follow a monocyclic route and you may find yourself moving between the different elements at various stages in a series of coaching conversations. One of the key elements is the effective use of questions, such as those below. You can use these questions to support your own self-development as well as when coaching individual colleagues or teams.

G

GOAL

What do you want to achieve?

What would achieving this lead to long term?

When would you like to achieve this by?

R

REALITY

What is the current position?

What have you done about this so far?

What is holding you back?

What is helping you move on?

O

OPTIONS

What could you do?

What could you do to change the situation?

Who might be able to help you?

What else could you do?

...and what else?

W

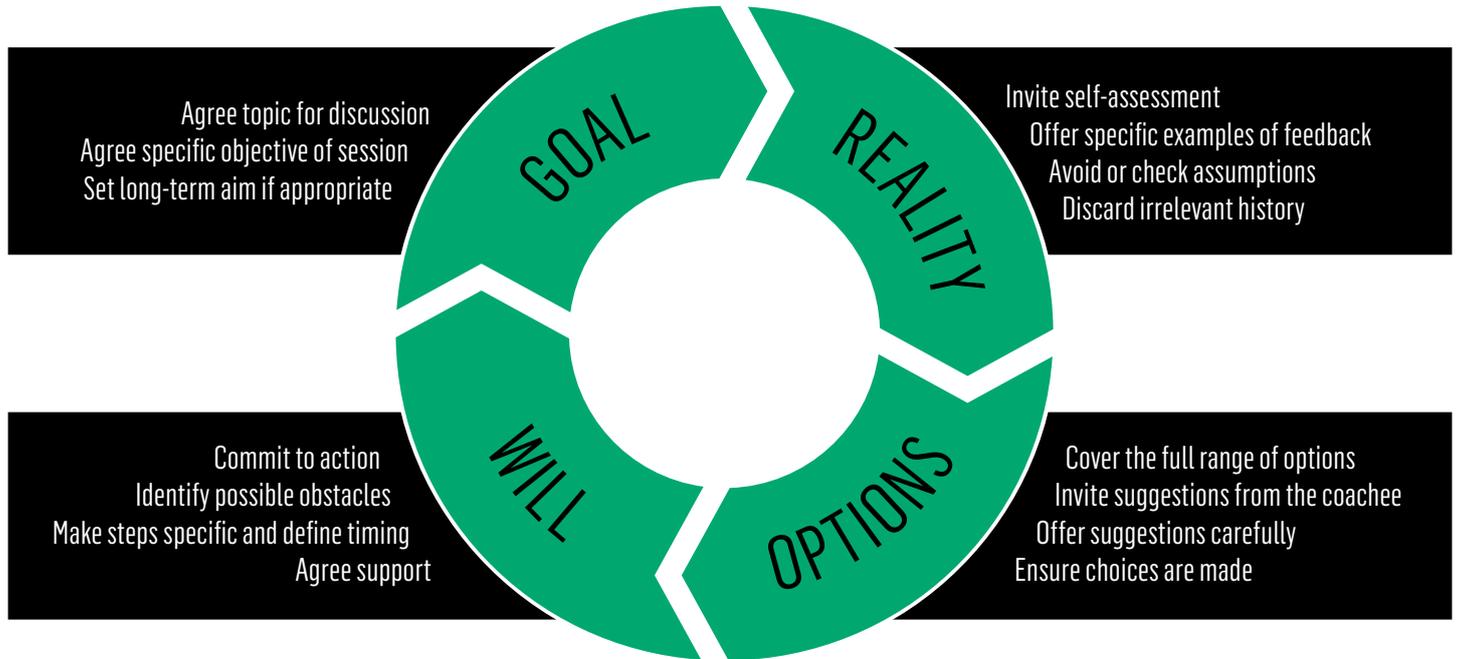
WILL

What will you do?

What will be your first step?

What support do you need and from whom?

What will you do to obtain support and when?



Source: Whitmore, J. (2009). 'Coaching for Performance: The Principles and Practices of Coaching and Leadership (People Skills for Professionals).'