

Stellar Leadership Podcast No.7 – The GROW Model of Coaching

Welcome to the Stellar Leadership Podcast – You want to coach someone but aren't sure how to structure your sessions. In this instalment Richard O'Rawe explains how the GROW model of coaching can help both the coach and coachee to get the best from any coaching session.

The acronym GROW stands for Goal, Reality, Options and Will. It provides a relatively simple framework for structuring a coaching session, and has been adopted by many of the world's major organisations.

By using the GROW model as a framework, you can ensure that the person you are coaching will understand clearly what their development needs are and how they can achieve them.

The GROW model is based on the principle that everyone has the potential to develop and improve themselves, but just need help to unlock their potential. Coaching is the key to this. It encourages people to take responsibility for their own actions, which results in commitment, and therefore optimises performance. Another key principle of the theory is that using questions rather than instructions will foster change more readily.

A typical coaching session that uses the GROW model begins with some discussion, aimed at encouraging the coachee to establish a realisable **Goal** for the coaching assignment and if required, a target for progress in the session.

This is where **Reality** enters the equation. It is important that this session is grounded in reality. The person being coached should be able to assess their present situation, and give concrete examples of their performance to date. However, feedback will also be provided by the coach at this point. This feedback informs the next stage.

The **Options** stage offers the opportunity for the person being coached to suggest possible courses of action. Together with any that the coach puts



forward, these should be evaluated and a choice arrived at.

The final part of the process involves the person being coached making decisions and having the **Will** to commit to them. Future steps to be taken should be confirmed and the coach should agree with the client how they will be supported throughout the ongoing development process.

The coaching relationship will often continue until the next session, but it is important to remain aware that, at every stage in this process, the person being coached should be helped to develop their *own* action plan rather than being directed down a certain route.

Remember, GROW is a question-based framework – help the person you are coaching to find the answers themselves rather than telling them what to do. That said, having a well planned and clear structure is essential for ensuring that both parties get the most from the coaching session and sometimes the coach is in a better position to draw the material provided by the coachee into a workable plan.

If you would like more information on Leadership, or any of the topics discussed in this podcast, visit www.stellarleadership.com, where there is a wide range of downloadable materials on the practical application of leadership techniques.

