

The GROW Model

The GROW model was developed by Sir John Whitmore (1937-2017) in conjunction with colleagues in the 1980s and disseminated through his book 'Coaching for Performance' (Whitmore 2019), first published in 1992 and now in its 25th edition having been translated into 20 languages.

GROW provides a framework for a coaching session, a conversation, a meeting or a project and is the best known coaching model in the world today:



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The GROW Coaching Model

The GROW model, which stands for Goals, Reality, Options and Will. It is one of the easiest coaching models to use and to remember. Its simplicity also makes it a great model for those who are new to coaching to use.

At its core, all the GROW model is really doing is getting someone to think about their current state, their desired future, and how they can bridge the gap between the two. This approach forms the basis for several other coaching models ([The ACHIEVE Coaching Model](#) and problem solving approaches (e.g. the [A3 Problem Solving Model](#).)

To use the GROW Coaching Model, simply walk through its stages in a conversation with the person you are looking to coach. Make sure that you ask effective questions at each stage to help your Coachee get the most benefit from the conversation.

SOURCE: [The GROW Coaching Model: A Simple Summary - The World of Work Project](#)



Goal

Reality



Options

Will