

# GROW MODEL INDIVIDUAL & TEAM COACHING

Serviceexcellence –  
Training & Development

## GROW MODEL

How are you today?

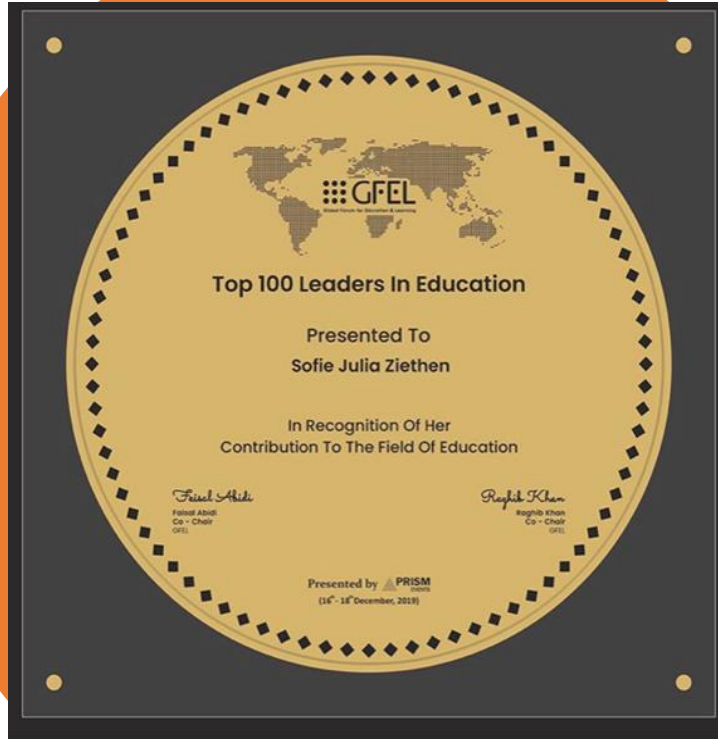
Are you content and satisfied with your current situation?

Did you manage to fully complete your recent goal(s) as per your desired outcome?

If not, here is the solution for you.

This document is a complimentary guideline of how to achieve your goal(s) in a structured and scientifically proven manner.

Take a **step closer to your success and goals** and use this template as an approach to answer **important, relevant and effective** questions (alone or in a team).





The GROW Model, is a coaching framework used in conversations, meetings and everyday leadership to unlock potential and possibilities.

GROW was created by our co-founder Sir John Whitmore and colleagues in the late 1980s.

It has since become the world's most popular coaching model for problem-solving, goal setting and performance improvement.

The acronym stands for:

- Goal
- Reality
- Opportunities
- Way forward



Take a piece of paper and a pen, and make yourself comfortable in a healthy and pleasing environment.

Use the GROW Model by following these next steps.

Think about your most recent goal (not accomplished yet) and write down your goal in a SMART format.

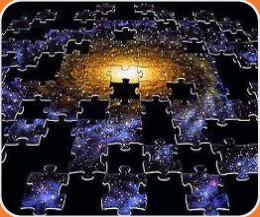
Specific, measurable, actionable, realistic and time-bound.

NOT SMART:  
I want to accomplish success.

SMART:  
By completing my duties before 5pm daily, and focusing on the right communication with my environment, I will achieve success in the form of a 1000 \$ raise in my salary by the 1.st of Oktober 2022.



Identify end result – focus on what need to be achieved



Goals – at this stage maybe ‘big picture’.



Keep it positive – ‘aim for the sky’

Taking the time to note down the goal, before this exercise, is important to have a valid starting point.

The specified goal might change slightly once all stages of the GROW Model are completed.

Use the infographics on the left as a guideline to work through this exercise.

# GOAL



What is the current situation?



What is the gap between the current situation and the goal? – assess SKA.



Build awareness and commitment



MOTIVATE – inner strength

SKA –  
Skills  
Knowledge  
Attitude

Review what you currently have, and how you can use this to help you achieve your goal.

REALITY

A talented coach will get the coachee to achieve the below.  
If you work through your goal by yourself, you will manage to answer the below too.

Talk about success stories

Include main alternatives think creatively

Aim for high standards

Explore all options that are available to them

# OPPORTUNITIES



A goal without a  
plan is just a wish





Select actions

Clarify  
commitment to  
actions

Now that you worked through your reality, and discovered opportunities for you to make use of, define your way forward.

The SMARTer you define your actions, the more you will be able to realize as per your set timelines.

Place measures  
and performance  
rating

Agree on where to  
from here:- time,  
assessment,  
review, etc.

Review your initial goal now, and validate if this is still your desired outcome.

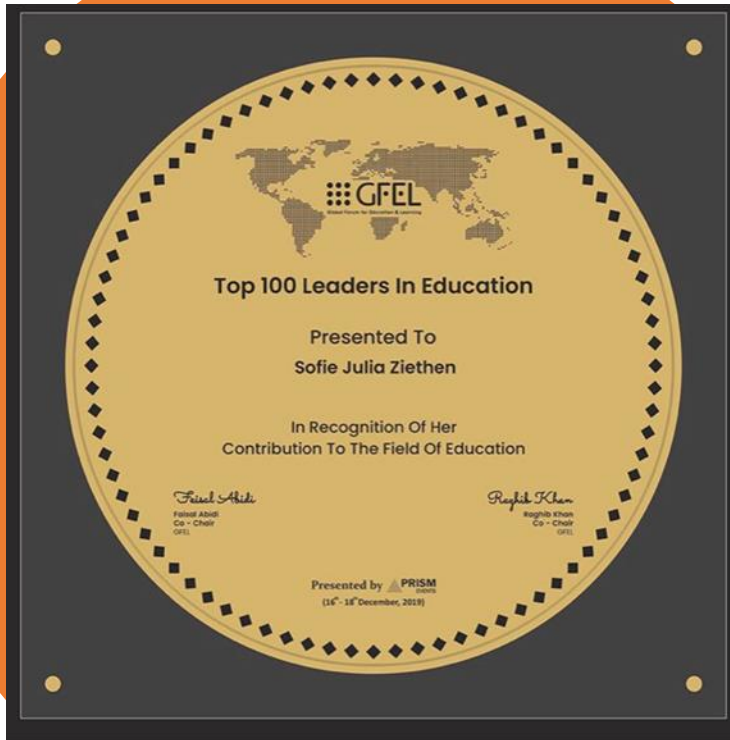
Ask yourself, on a scale of 1 (not at all) to 10 (absolutely, YES), how willing are you to start working on your goal.

If the answer is below 10, review your goal and reality again!

# WAY FORWARD

**YOUR ACTIONS TODAY,  
DEFINE YOUR SUCCESS TOMORROW!**





## GROW MODEL

I hope that you discovered a new side of you and your business (or personal life), and I wish you the best of success making the most out of this new inside.

If you wish to take the analysis to the next level and work on how to realize these results in your professional and personal environment, contact me.

Thank you,

Sofie J. Ziethen, MS.c.

Action to Success Coach, CEO



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