

The GROW Model

Goal: begin with the end in mind

- What are you looking to accomplish?
- What are you trying to get done here?
- What's the objective?
- What do you need help with?
- What would make this project a great success?
- By when are you looking to have this finished/live/ready?
- What makes this particularly important for you/your team?
- If we were to achieve that together, what would it mean for your business?
- It's 90 days from now and we're wrapping up our work together. What would have needed to have happened for you to feel really happy with what we've accomplished?
- What's the best possible outcome you could envision?

Reality Check: where are you now?

- What's the current situation?
- What's the real challenge here for you?
- Where are you now?
- What's getting in your way?
- What do you feel you're missing?
- What have you already tried? What difference did that make? Why didn't that meet expectations?
- Who else is involved in this effort?
- What factors are most important for you?
- What events or choices led you to this place?

Options: think creatively about potential solutions or approaches

- What could you do about this?
- What solutions do you have in mind?
- What are our options?
- What have you done in the past in similar situations?
- What's worked well for you in the past?
- Let's try to come up with 5 alternatives.
- Which of these would you like to pursue?
- What other potential courses of action could we take?
- What else could we do?

Will: narrow the ideas and create an action plan

- Which option(s) do you want to pursue?
- If you're saying Yes to this, what are you saying No to?
- How could we change the objectives or timetable to make the goal achievable?
- Where could we start?
- What would be the easiest first step?
- What obstacles do we need to address to ensure success?