

# The GROW Coaching Framework

A structured approach to moving from telling to asking - and unlocking real change in your people

## WHY WE'RE SHARING THIS

We've been sharing this one-page coaching conversation framework with managers across a number of our clients. The shift from telling to asking is often the hardest habit to break. GROW gives you the structure to make that feel natural, purposeful and repeatable.

## Use GROW to structure any coaching conversation: four stages, one powerful habit shift!

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### GOAL

**What do you want to achieve?**

Establish a clear, motivating goal in the coachee's own words - not yours. Ask: *What would success look like? What do you want to happen? By when?* Keep your goal-setting questions open and future-focused. Resist reframing their goal into your preferred version.

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### REALITY

**What's happening right now?**

Explore the current situation with honest, curious questions. Ask: *What's happening at the moment? What have you tried already? What's getting in the way?* Your job here is to listen, not diagnose. The more the coachee talks, the more useful this stage becomes. Remember 'right now' also includes the experience, tools and initiative the coachee can already draw upon.

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### OPTIONS

**What could you do?**

Generate possibilities without judging them. Volume before quality. Ask: *What options do you have? What else could you try? If nothing were off the table, what would you do?* Avoid offering ideas unless asked; the coachee's own solutions carry far more commitment.

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### WAY FORWARD

**What will you actually do?**

Turn conversation into action. Ask: *What will you do? By when? What support do you need? What might get in the way?* Nail down concrete next steps, not vague intentions. When the coachee names them, the coachee owns them.

## HINTS & TIPS FOR MANAGERS

- **Ask don't tell:** Even if you know the answer, let the coachee find it. Their solution carries far more commitment than yours.
- **One question at a time:** Stacking questions shuts people down. Ask one, wait, listen fully, then ask the next question.
- **Silence is productive:** An uncomfortable pause usually means thinking is happening. Resist filling it.
- **Watch your language:** Swap 'Have you thought about...' (advice in disguise) for 'What else might work?'