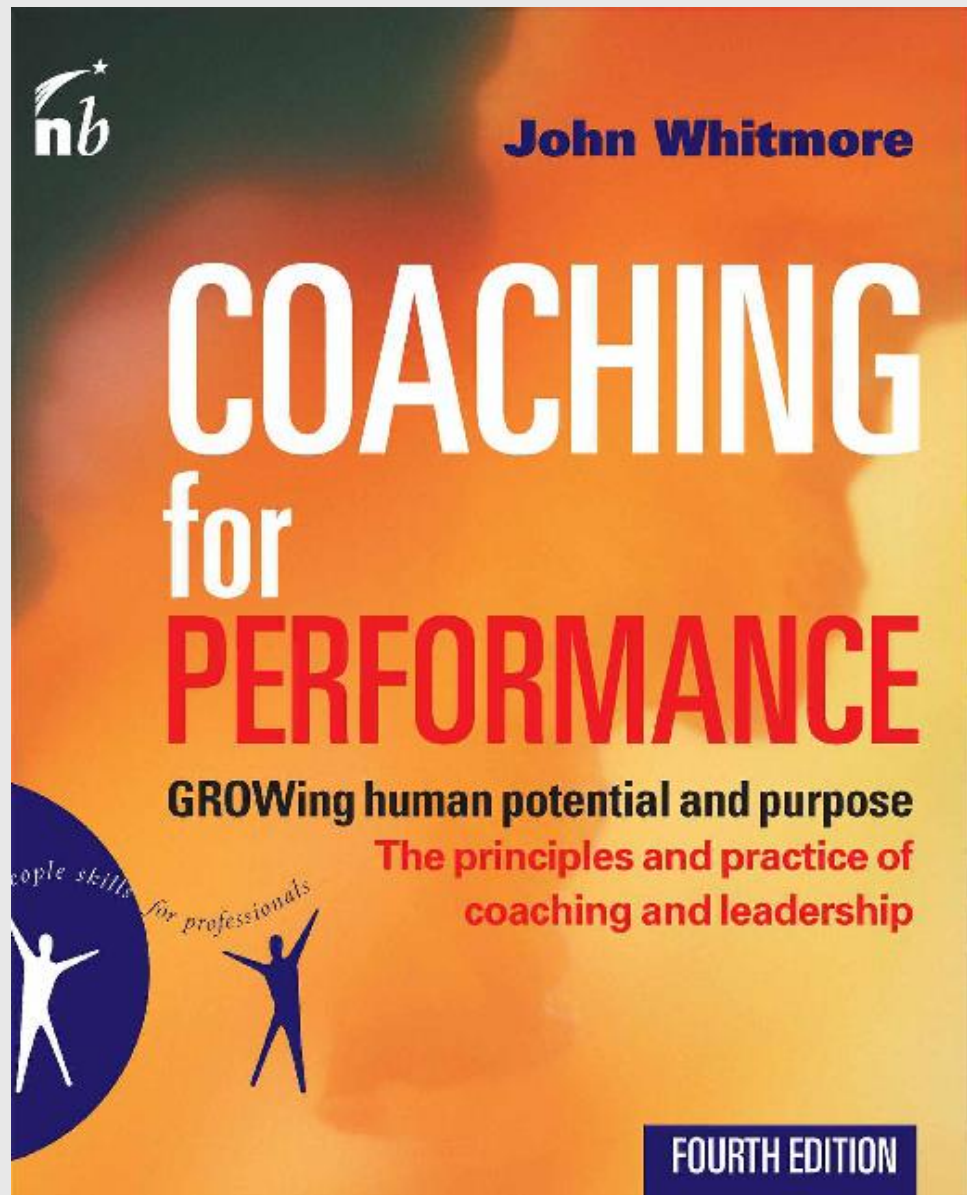


# GROWS

An introduction by Toni Lazazzera  
based on personal experience

*Coaching is unlocking a person's potential to maximize their own performance. It is helping them to learn rather than teaching them.*

*Thimothy Gallwey*



# Foreword

GROW is a coaching concept introduced by John Whitmore in his book "Coaching for performance".

Since 1995 when I discovered it, I have been applying it with success in various situations and it helped me to promote projects & ideas. Beyond coaching, I see it as a technique to facilitate the communication between people by building a common vision of the objective, the problems and the solution.

This brief introduction is not a summary of the book and does not pretend to accurately describe the original intend of the author. It is a personal view, how I "feel" it after having applied it for over 15 years in non-coaching situations. Over the years, I also felt the need to add the "S" (Status) to the original GROW concept.

Toni Lazazzera



# When we want to convince someone

- **To do, buy, learn, accept, change, ...**



You



Trainee, colleague,  
manager, customer, ...

- **We have our own “vision” of what, why and how**
- **But the other(s) may have a different vision**
- **This generates misunderstanding, frustration, ...**

# First, make sure we all “see” the same Goal

## ➤ Visualize the final situation

- How does it look like ?
- What do we have or not have ?

## ➤ Define the Goal together

- Get input from all parties, maybe we forgot something

## ➤ How important ?

- All parties see the same importance ?



# Then, agree about the problems to solve

## ➤ **How do we see the current situation (Reality) ?**

- Do we agree there are problems to solve ?
- Which problems ?
- How important ? How much do we want to solve them ?
- What constraints ?



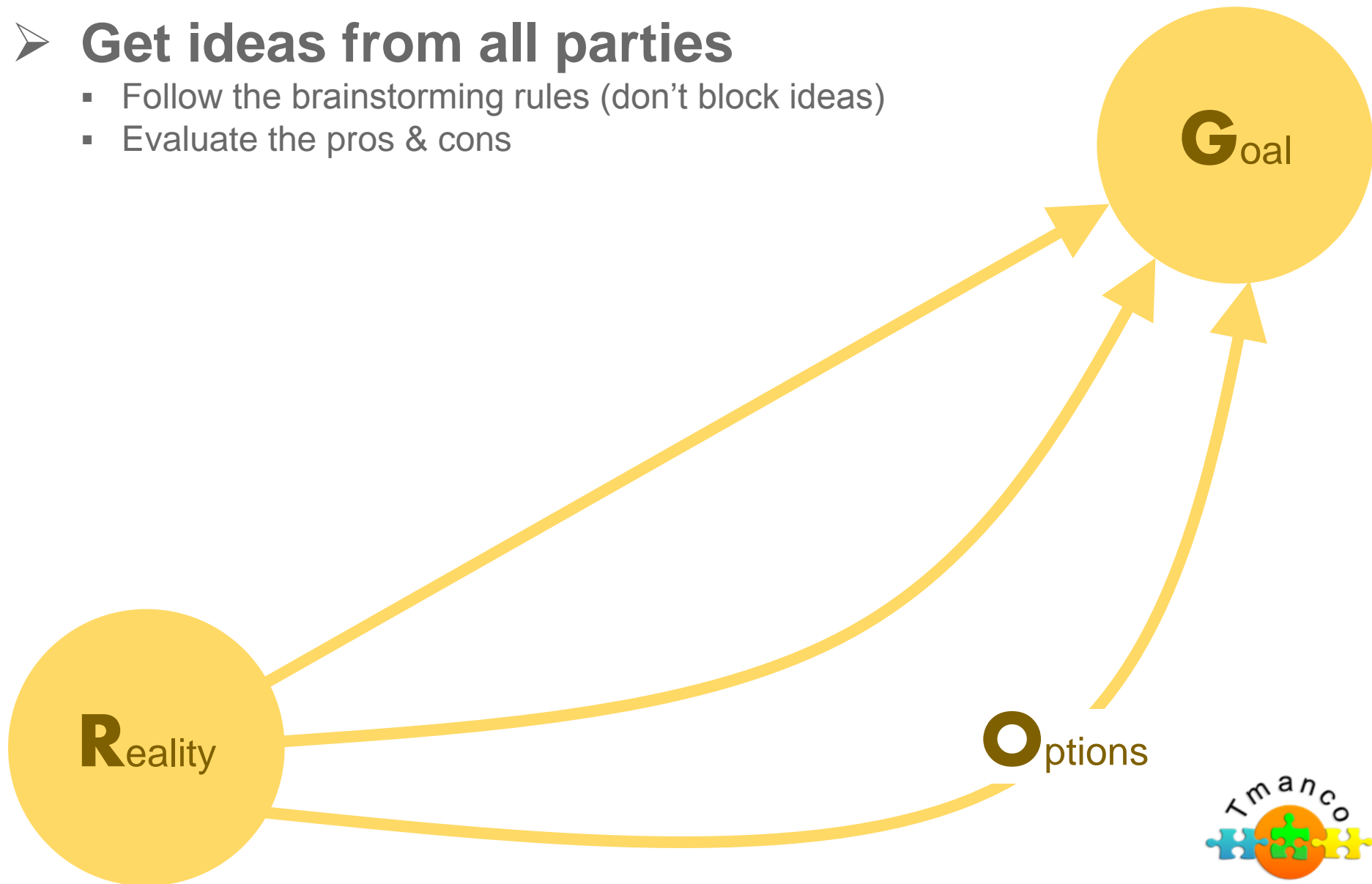
**R**eality



# Consider all Options to solve problems

## ➤ Get ideas from all parties

- Follow the brainstorming rules (don't block ideas)
- Evaluate the pros & cons



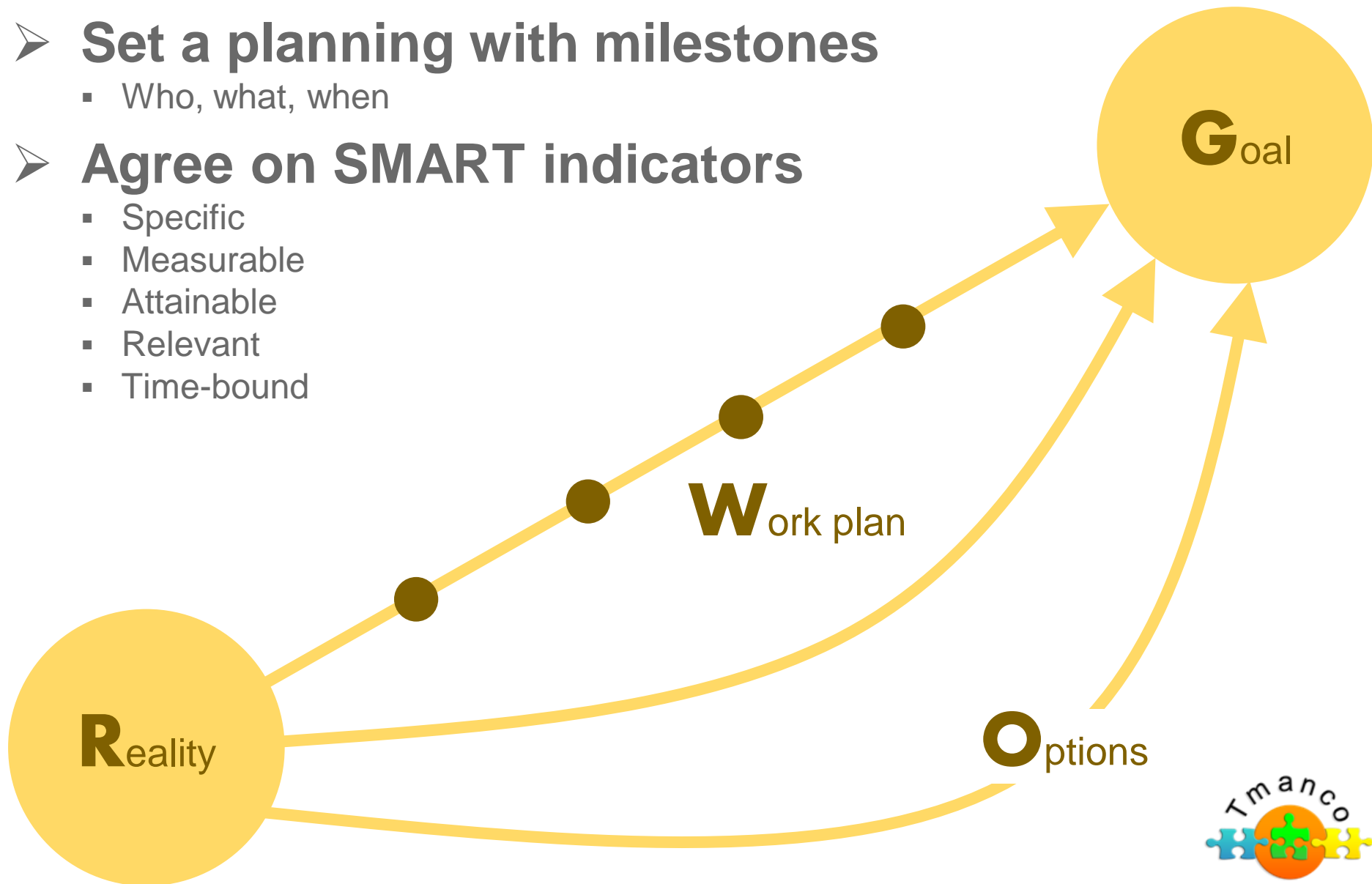
# Choose an option and define a Work plan

## ➤ Set a planning with milestones

- Who, what, when

## ➤ Agree on SMART indicators

- Specific
- Measurable
- Attainable
- Relevant
- Time-bound



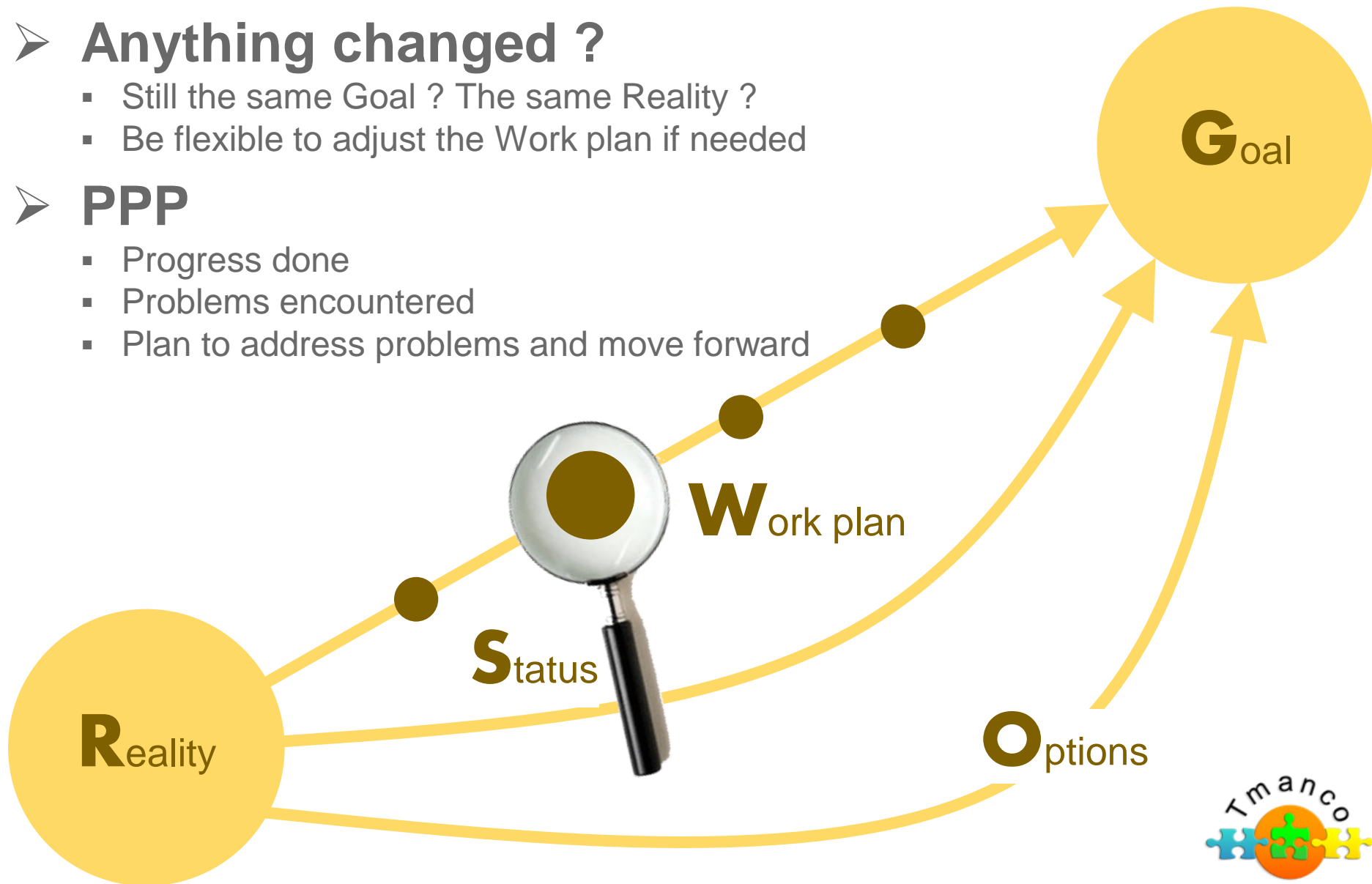
# Check the Status at regular interval

## ➤ Anything changed ?

- Still the same Goal ? The same Reality ?
- Be flexible to adjust the Work plan if needed

## ➤ PPP

- Progress done
- Problems encountered
- Plan to address problems and move forward





# From theory to practice ... what's next

## ➤ Communication skills

- Questions (open, closed, etc.)
- Active listening
- Body language
- Empathy, honesty, ethic
- Etc.

## ➤ Table to define & follow-up

brief example to illustrate: a teenager who's not doing his homework

Goal	Reality	Options	Work plan	Status 1	Status 2	etc.
No homework pending more than 2 days.	Homework accumulates, some never get done, learning & votes suffer. We (parents) forget to follow-up	1) half-hour mandatory every day 2) show agenda 3) study with a friend to stimulate	<ul style="list-style-type: none"><li>• Set reminder for half-hour each day.</li><li>• Turn off mobile &amp; chat.</li><li>• Work in a quite place</li></ul>			

Give a man a fish  
and you feed him for a day.

Teach a man to fish  
and you feed him for a lifetime

*Anne Isabella Thackeray Ritchie*

