



PERFORMANCE COACHING | THE GROW MODEL

Irrespective of which form of coaching a client decides to pursue, the **GROW model** according to **John Whitmore** provides a solid basis for personal growth:

▶ **The G stage: We work with the client to set goals**

When determining goals we discuss the client's and our own expectations and tasks, agree focal points regarding activities and clarify the form of collaboration.

▶ **The R stage: We determine the current reality together with the client**

The client receives ad hoc feedback with regard to specific results. This is followed by further discussions centred around motivation, challenges and conflict in the context of the client's personal development issues.

▶ **The O stage: We draw up options in cooperation with the client** We now concentrate on eight steps aimed at initiating the development process: from identifying the client's personality and analysing strengths/opportunities to transferring control.

▶ **The W stage: We determine the way forward for our client**

This includes creating a plan of priorities for further development: what to do, when to do it, by whom and in which way? The coachee also has the option of contacting our telephone hotline for a period of three to six months.

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