



G.R.O.W.

Goal, Reality, Options, Will

Some goals are clear from the start. You know what you want; what is missing is the way from here to there. G.R.O.W. is a sequence of four questions that helps you find it. You can work through it in a coaching session, or on your own with this worksheet.

The four steps

Goal	What do I want? Say it in one or two sentences, concrete enough to recognise when you get there.
Reality	Where am I now? Facts, not judgements. Take your time here: this is where many answers are.
Options	What could I do? List everything first, judge later.
Will	What will I do, and when? Turn one option into a first step.

Before you start

- Choose one goal only. If you have several, run the exercise once for each.
- Set aside 30 to 45 minutes without interruptions.
- Write your answers down. Thinking in circles is easier in your head than on paper.
- Follow the order, but go back if you need to: if the Options show that the Goal was wrong, rewrite the Goal.

The GROW model was developed in the 1980s by Graham Alexander, Alan Fine and John Whitmore, and became widely known through Whitmore's book Coaching for Performance.



G - Goal

What do you want? Keep it simple and concrete.

What exactly do I want to achieve?

How will I know I have achieved it?

By when?

Why does this matter to me?

R - Reality

Where are you now? Describe the situation as it is.

What is happening now?

What have I already tried, and what happened?

What is helping me, and what is holding me back?

What is missing?



0 - Options

What could you do? Write every option down, including the ones that seem unrealistic.

What could I do? What else? And what else?

What would I do if one constraint were removed (time, money, other people's opinion)?

What would I advise a friend in my position?

What are the advantages and costs of each option?

Several good options and no way to choose? Try the Weighted Decision Matrix in our Coaching Tools collection.

W - Will

What will you do? Turn one option into a commitment.

What will I do, and when? What is the first step I can take this week?

What could get in the way, and how will I deal with it?

From 1 to 10, how committed am I? If less than 8, what would raise it?



An example

Luca works in marketing and would like to move into a role closer to data analysis.

Goal	"Within twelve months, I want to be in a role where at least half of my time is spent on data analysis."
Reality	He uses spreadsheets every day but has no formal training in analytics tools. His company has a small data team. He once started an online course but stopped after three weeks, when work got busy.
Options	Take a course with weekly deadlines. Ask to join a project with the data team. Look for analyst roles at other companies. Build a small portfolio using his own campaign data.
Will	This week he will ask his manager about joining the data team's next project, and by the end of the month he will enrol in a course with weekly deadlines. The risk is the same as last time, a busy period at work, so he blocks two fixed evenings a week in his calendar. Commitment: 8 out of 10.

Notice what happened in Reality: naming why the first course failed shaped the plan in Will. This is why the Reality step is worth the time.

A final note

If a goal keeps you stuck despite every tool, it may be worth talking it through in a coaching session. Coaching is not a substitute for professional help: if a situation is causing you significant distress, please speak to a qualified professional.