

## Why

Give a man a fish and you feed him for a day; teach a man to fish and you feed him for a lifetime.

Because you want your people to develop themselves, become assertive, pro-active and entrepreneurial and not remain dependent, passive or politically correct.

## What

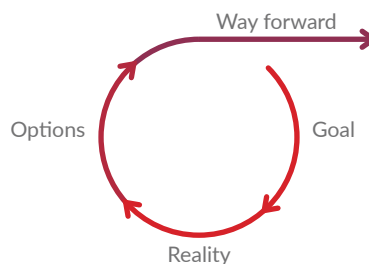
GROW is a concept and method that can be used in a simple way (for those who start with this method) and in a more sophisticated way to help people grow, to challenge them and to help them access their full potential.

## How

Start by defining the overall goals of the coaching (to be decided by the coachee and aligned with what they need to develop in the business). Explain the working process and the mutual responsibilities of coach and coachee.

In each coaching session ask:

- What is the topic for this session (issue, problem or topic the coachee wants to discuss)?
- What is the Goal, the desired outcome for the problem or case discussed (no solutions at this point)?
- What is the current Reality? Ask the coachee to describe the situation: what has she/he tried already, what is blocking her/his ambition, what is not helping etc.?
- What are the Options/opportunities the coach sees? List them but do not discuss them yet.
- What is the Way forward? Ask the coachee what they can do to move the situation forward. Discuss pros and cons and choose one or two options. Ensure that the coachee is willing and competent to execute the required actions and start the next session by reviewing the results achieved so far.



## When

Whenever you feel people want to develop themselves and improve their competency levels and the company or your department would benefit from this investment.

### Skills and necessary training

Good coaching skills are key, including having the right attitude for your role as coach.

Complete training or ask for feedback. However, coaching is also learned by doing!

### Critical success factors

Mutual investment and a genuine interest in the coachee.

### Possible workshop exercise

Explain the model and practice a coaching session.