

Growth Model

(placeholder text)

The GROWTH model leads teams through the 4Ws of Innovation and the Why, What, Who and hoW questions.

The purpose of this group coaching technique is to find a common ground for the participants to work on. We begin with defining a goal that emerged from a [visioning](#) session, then explore the reality or feasibility of the visions in order to brainstorm a series of options and look at their benefits and drawbacks.

Process GOAL – Transformative

- What do you want to achieve?
- Why is that important?
- What will achieving this goal get you?
- What will it look like if you don't achieve it?
- What can we agree on as goals for our project?

The result of the session is a list of goals that the group agrees are worth pursuing.

REALITY – Objective

- What do you know about the project?
- What are the key features of the project?
- What do you need?
- How can you get it?

The result of this session is a list of features, needs and ways to meet the needs.

OPTIONS – Creative

- How can you achieve the goal?
- How else might you do it?
- What else might you do?
- What else?

- In what other ways could you approach this?

The result of this session is a series of options (solutions, processes, ideas...) that would achieve the goals.

OPTIONS - Positive

You have generated a set of options. Looking back at these options,

- What are the benefits?
- What is the value?
- What makes it attractive?
- How can we build on it?

The result of this session is a list of benefits for all options generated in the previous session.

OPTIONS - Critical

This session builds on the previous two, but focuses on honestly and constructively criticising the generated ideas. Looking back at the options,

- What are the problems?
- What are the difficulties?
- What are the risks?

After coming up with a set of options and examining their risks and benefits, it's time to examine them through the filter of the participants' 'gut' instinct, then look at how the individual instincts can be brought together and agreed upon by the group.

WILL - Intuitive

- What does your instinct/gut feeling say?
- How do you feel about the options?

TIME - Organised

- Which option(s) would you like to you pursue together?
- What exactly will you do?
- When will you do it?

- What is the first step you can take?

HEALTH - Energised

- How committed are you?
- Is all your energy behind it?
- Is your plan in-line with our goals?

References

- [GROWTH](#) cards
- Based on the [GROW model](#) from coaching