

# Realise Your Business Ambitions



## Self-coaching guide - GROW coaching model

Alpha v1.01

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## Climbing to Business Success with the GROW Model

Think of your business like a mountain you're aiming to climb. The GROW model is like your trusty map and tools for the journey up. 'G' is for Goal - that's like spotting the peak you want to reach. 'R' stands for Reality - that's looking at the mountain and understanding the trail. 'O' means Options - these are the different paths you can take to get to the top. 'W' is for Way Forward - that's picking the best path and starting the climb.

## Reaching the Top

When you use the GROW model, it's like having the best climbing gear for your business adventure. It helps you plan your trip, stay on the right path, and keep moving towards the top. It's a great way to make sure you're always climbing in the right direction and getting closer to your business goals

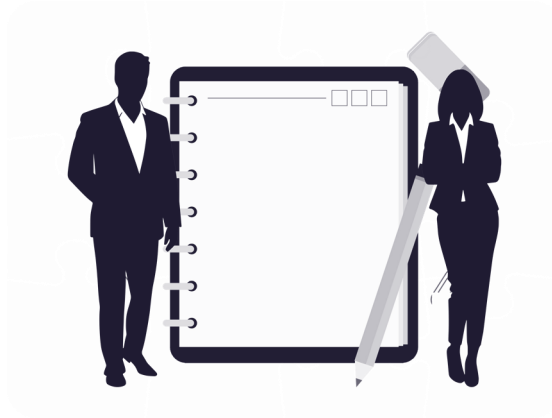
## Benefits to Entrepreneurs

- Provides a structured framework for decision-making, ensuring thorough consideration of all aspects.
- Helps in setting clear and achievable goals, aligning with your business vision.
- Enhances self-awareness, aiding in identifying strengths and areas for improvement.
- Encourages a proactive approach to challenges, fostering resilience and determination.
- Facilitates strategic thinking, promoting a broad and creative exploration of options.
- Aids in identifying and overcoming obstacles, smoothing the path to your goals.
- Promotes accountability, ensuring commitment to your chosen course of action.
- Supports continuous personal and professional growth and development.
- Builds resilience, preparing you to face challenges with a positive and determined mindset.
- Enhances communication skills, aiding in articulating thoughts and ideas more effectively.
- Encourages reflection and adjustment of strategies as needed, ensuring ongoing progress.





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## How to

If you haven't done a lot of self coaching so far you may find these suggestions helpful:

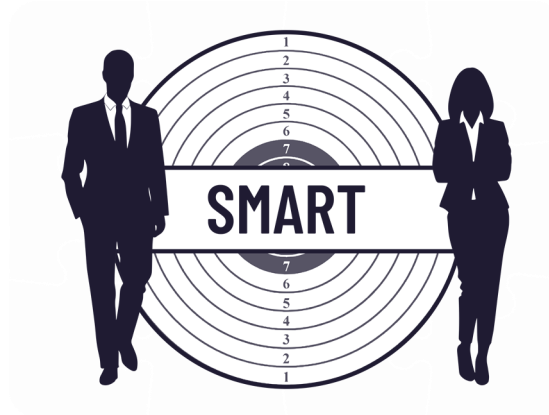
- **Ignite the Spark:** The journey of a thousand miles begins with a single step, right? Begin with something manageable—pick a task that's light yet meaningful. It's akin to ascending a staircase; that first step might seem daunting, but it sets the momentum for all the others.
- **Capture Your Brilliance:** Don't let those flashes of genius slip away! Whether it's a trusty notebook or a digital app, jot down your ideas. It's like keeping a tally in a game, except this game is your entrepreneurial journey. Every idea counts!
- **Reflective Oasis:** Allocate a sanctuary of time for contemplation. Dive into your notes. Celebrate the wins, unpack the mishaps, and strategize for improvement. This is where the magic of growth happens.
- **Craft Your Haven:** The space where you work should be a source of joy and inspiration. Organize it to your liking, infuse it with elements that uplift you—be it photographs, plants, or art. A harmonious environment is a fertile ground for productivity and creativity.

By embracing these steps, you're not just running a business; you're masterfully coaching yourself through an exhilarating journey. Remember, the process should be as rewarding as the outcomes. Celebrate your progress, and relish the game of business mastery!





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## Goal

The first step in the GROW model is to establish a clear and achievable goal. This is your opportunity to define exactly what you want to accomplish. It's crucial to be specific and detailed in your goal setting, as this will set the tone for the rest of the process. Consider what success looks like for you and try to quantify your goal, making it measurable.

The objective of this step is to create a strong foundation for the rest of the self-coaching process. Your goal should be well-defined, realistic, and aligned with your overall business vision.

Coaching Questions:

- What do you want to achieve?
- Why is this goal important to you and your business?
- How will achieving this goal impact your business?
- What does success look like?
- How will you know when you have achieved your goal?

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## Reality

The second step in the GROW model is to assess the current reality of your situation. This is where you take a step back and objectively look at where you are right now in relation to your goal. It's important to gather as much relevant information and data as possible to create a clear and true picture of your current state. Consider what is working well and what isn't, what challenges you're facing, and what resources you have at your disposal.

The objective of this step is to gain a comprehensive understanding of your current situation, ensuring that any action you take is based on accurate and relevant information. This understanding will also help to highlight any potential barriers to achieving your goal, allowing you to address them proactively.

Coaching Questions:

- What is the current state of affairs in relation to your goal?
- What challenges are you facing?
- What resources do you have available?
- What has worked well so far?
- What could have been done differently?

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## Options

The third step in the GROW model is to explore your options. With a clear understanding of your goal and your current reality, you are now in a position to think creatively about the different ways you might move forward. Consider all possible actions, even those that might seem out of reach or unconventional. It's important to create a comprehensive list of options, as this will give you the best chance of finding the most effective way forward.

The objective of this step is to generate a wide range of possible actions that could help you to move closer to your goal. This is a time for creative and expansive thinking, free from judgment or limitation.

Coaching Questions:

- What are all the possible ways you could move closer to your goal?
- What has worked in similar situations before?
- Who could you ask for advice or support?
- What are the pros and cons of each option?
- How do these options align with your values and broader business objectives?

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## Way Forward

The final step in the GROW model is to decide on the way forward. Based on the options you've generated, you now need to choose the course of action that is most likely to help you achieve your goal. Consider which options are most practical, which align best with your values and business objectives, and which are most likely to succeed. Once you've made your decision, create a clear and detailed action plan to guide you through the next steps.

The objective of this step is to make a well-informed decision on the best course of action and to create a clear and actionable plan to move forward.

Coaching Questions:

- Which option or combination of options will bring you closest to your goal?
- What steps do you need to take to put this plan into action?
- What potential obstacles could arise, and how will you address them?
- How will you track and measure your progress?
- What is your timeframe for achieving this goal?

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## Share Your Story

Navigating through this self-coaching guide is a unique adventure, and your experiences along the way are invaluable to both your growth and the enhancement of this guide for others. Reflect on your journey, celebrate your wins, learn from the hurdles, and let's refine the path together. Share your story by engaging with the questions below:

- Reflect on the sections that deeply resonated with you and tell us why they stood out.
- Highlight a technique or exercise from the guide that made a significant difference in your approach to self-coaching.
- Consider any elements that may not have met your expectations. What were you hoping for, and how did the reality differ?
- Share any aspects you felt were missing from the guide, and what you wished to see included.
- Recall the questions that provoked deep thought and led to an insight. How have these questions changed the way you approach your personal or business challenges?
- Think about any sections that could be enhanced or offered more. What would make these sections more helpful or impactful?
- Note any shifts in your mindset since you started working with this guide. What new ideas or attitudes have you adopted?
- Tell us about any particular 'aha' moments that struck you. How have these moments influenced your self-coaching journey?
- Evaluate your progress towards your initial goals. Have you noticed movement towards your desired outcomes?
- Celebrate the progress and milestones you've reached thus far. What achievements can you pinpoint that have been catalyzed by this self-coaching process?
- Feel free to voice any additional thoughts, stories, or feedback that you believe would enrich your self-coaching experience and this guide.
- Your unique insights add immeasurable value, and sharing them helps build a more robust self-coaching community.

Your thoughtful consideration and responses to these prompts are deeply appreciated. They serve not only as a self-reflective tool but also as a guide for others on their self-improvement journey. Thank you for your commitment and for adding your voice to this collective narrative of growth and learning.

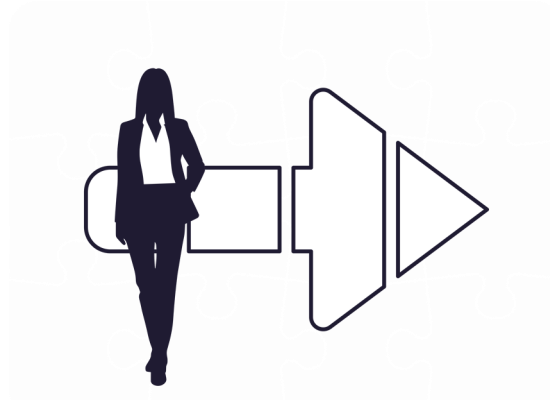
Please answer the questions that you feel will be helpful and email your answers to [simon@smarterentrepreneurs.co.uk](mailto:simon@smarterentrepreneurs.co.uk)







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## Next steps?

Great work diving into the self-coaching guide! Now, what's next? Here's a simple guide to keep you moving forward on your adventure:

- **Take a Look Back:** Think of yourself as a detective who has just cracked a case. Go through your notes from the self-coaching guide and see what clues you find about yourself. Celebrate the things you did well and make a plan for anything that's still a bit tough.
- **Draw Your Map:** Now, it's time to make a plan that's as easy to follow as a recipe for your favorite treat. Break down your big goals into small, tasty bites that are easy to handle, and you'll get to your goal before you know it.
- **Get Some Advice:** Chat with friends, a teacher you trust, or someone who knows a lot about coaching. It's like getting a cheat code for a game – they can help you see if you're on track or suggest new ideas.
- **Put Your Plan into Action:** You've got some great strategies from the guide, so start using them in your day-to-day life. Change doesn't happen all at once, so take it step by step, like climbing a ladder to a treehouse.
- **Keep Learning:** Got something you're curious about or want to get better at? Jump into books, online articles, or classes to learn more. Your brain loves to soak up new stuff!
- **Consider a Coach:** If there's something really challenging, remember it's okay to reach out for help. A professional coach can guide you through the tough parts, just like a captain steering a ship through a storm.

By following these fun steps, you keep building on what you've learned about yourself, growing a little every day. Stick with it, and you'll be amazed at the person you become!

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