



**John Whitmore | Couching for
performance**

Sir John Whitmore was a pioneer in the field of **Business Coaching**, author of several inspiring books on coaching, leadership and sport.

The most known, and my favorite one from now , is **“Coaching for Performance”**.

I would recommend you to read it, if you have not done it yet.



I'm grateful to this man for
his valuable contribution.

Thanks to his “**GROW
model**” I developed my
passion for this amazing
discipline called Coaching.



Simply and effectively, he was able to describe **how to enhance people, organization and their performance**. He believed that building **awareness and responsibility** is the essence of good coaching.



The GROW model is a useful methodology applicable in any situation and environment, based on a set of powerful **questions** which raise awareness and maintain the personal responsibility too.

This model sets goals and help people to identify how they will achieve them.

Here is a explanation about how it works:

- **G** – Goal setting
- **R** – Reality checking
- **O** – Options evaluation
- **W** – Way forward

GOAL Setting – *What do you want to achieve?*

The goal is what is important for you to achieve, the professional or personal aim. The goal has to be defined in such a way that it is clear when you have reached it.



REALITY checking – *What is the current situation?*

The current reality is where you are now and how far your goal is. It's the time to observe and evaluate events, challenges, obstacles and any kind of relevant issues.



OPTIONS evaluation – *What are your alternative strategies?*

The alternative strategies are the chances you have to go forward. You need to find ways to deal with possible obstacles in order to make progress, facing challenges and identifying possible solutions.

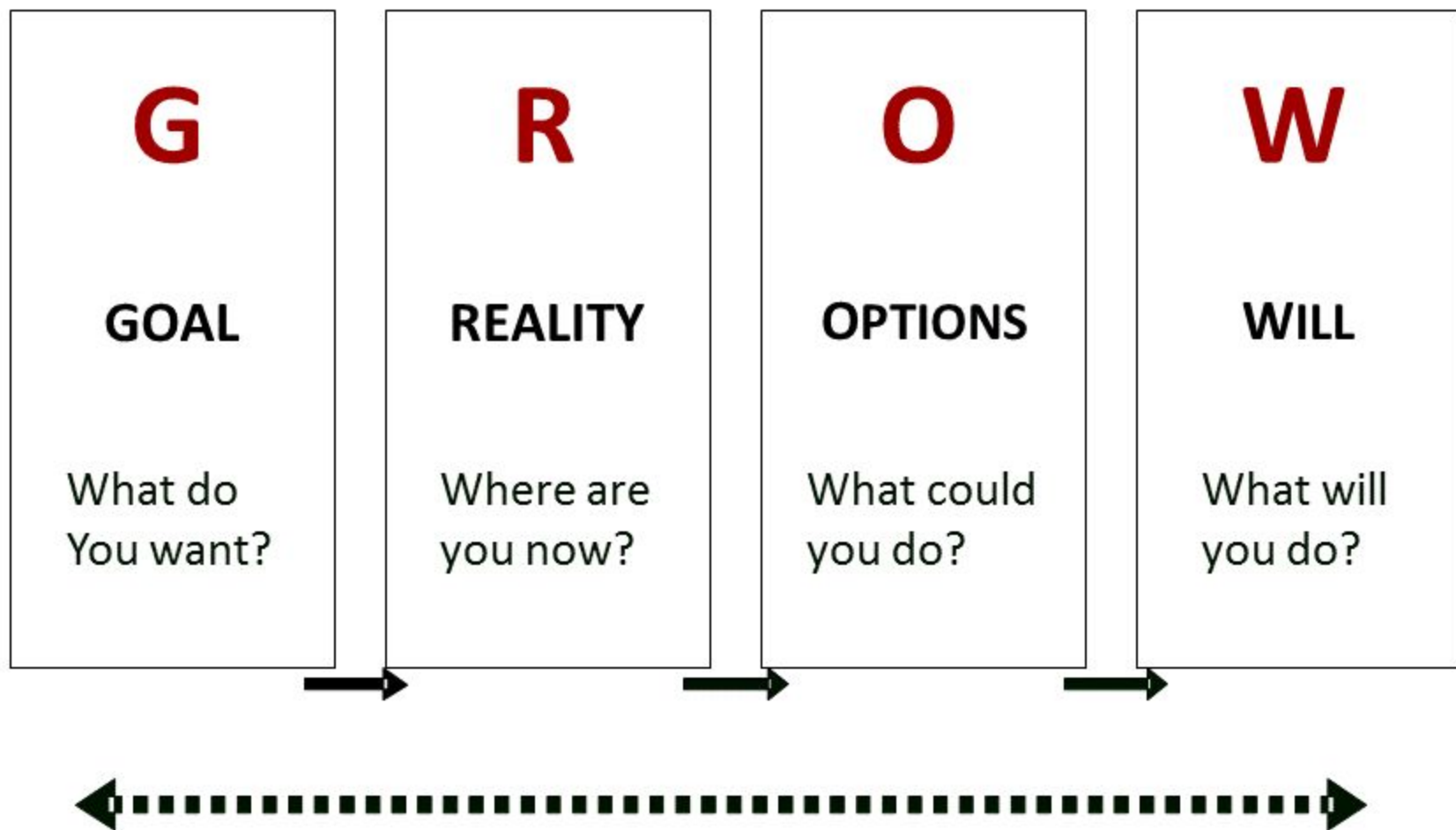


WAY forward – *What are the action steps / Who / When?*

Options need to be converted into action steps, which will take you to your goal. Your willingness to pursue the identified action steps will be fundamental, let's take the next steps moving forward.



Grow Model



Who Will Benefit?

The training offers a unique opportunity to develop authentic and powerful management style in organizations which empowers others and creates a culture based on trust.

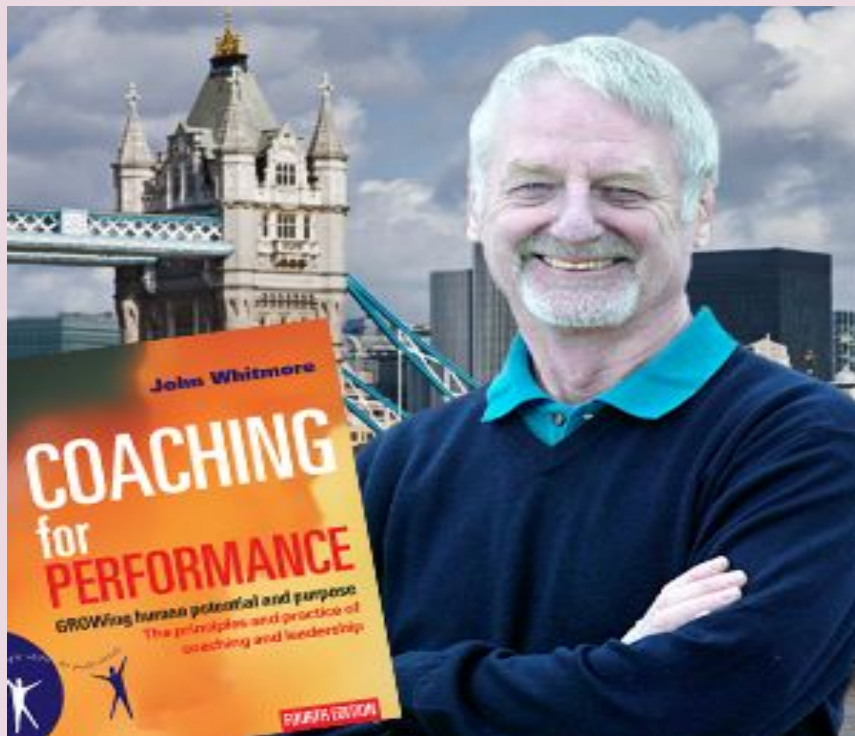


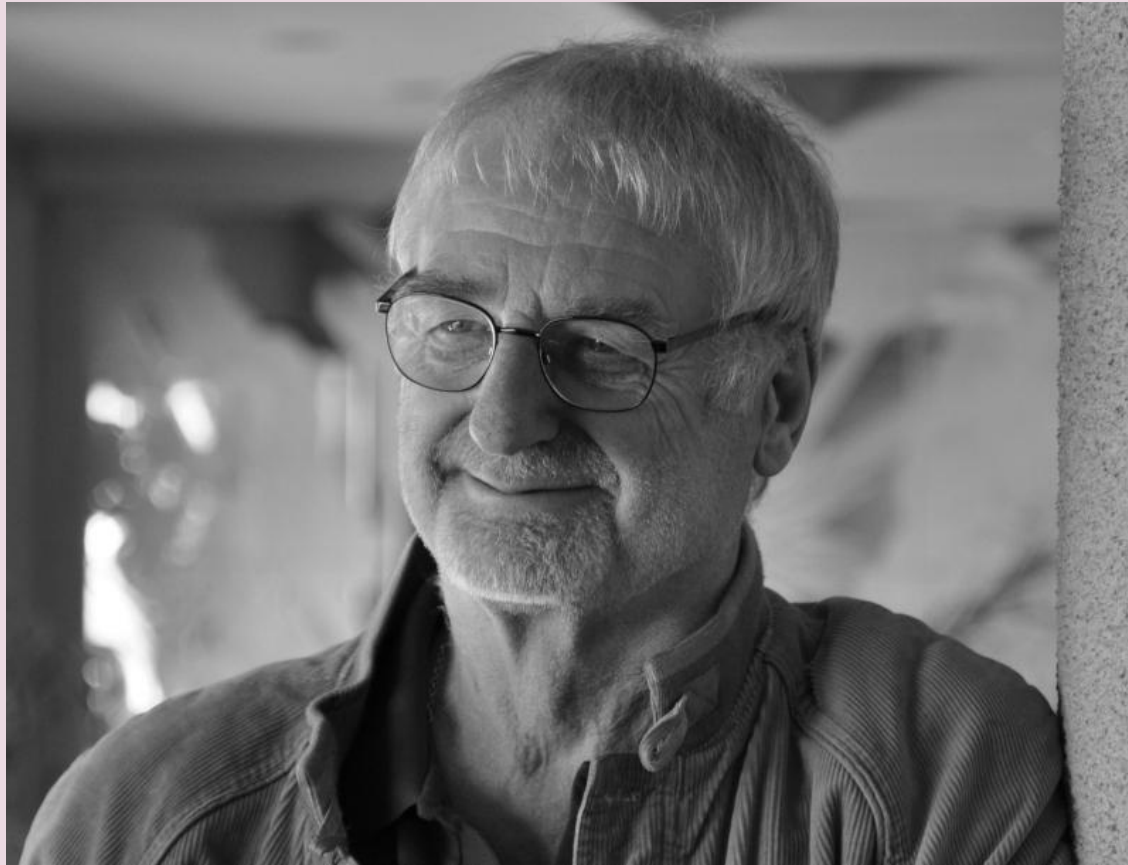
COACHING FOR PERFORMANCE IS **ESPECIALLY MATCH FOR:**

- managers who want to develop a coaching style of management;
- managers implementing organizational change;
- HR and L&D professionals looking to retain and develop talent;
- HR and L&D professionals wishing to obtain coach certification that is organization focused.

“The blame culture that still prevails in the majority of businesses works against this, as it causes “false reality syndrome” or “I will tell you what I think you want to hear, or what will keep me out of trouble.”

— John Whitmore,





“To get the best out of people, we have to believe the best is in there – but how do we know it is, how much is there, and how do we get it out? (...) Coaching is unlocking people’s potential to maximize their own performance.”

- John Whitmore (16 October 1937 - 28 April 2017)