

Elevate Your Career

Moving Forward with the GROW Model

Career development isn't just about landing the next job. It's about getting intentional with the direction of your life and taking steps that move you toward it. One of the most practical frameworks for doing that is the GROW model, a simple four-part flow that turns "I want more" into a clear plan. **GROW stands for Goal, Reality, Options, and Way Forward**, and it works whether you're starting out, changing careers, or aiming for your next level.

It begins with **Goal** and **Reality**. Start by asking, "What do I want to move toward?" Name it plainly, whether that's a promotion, a new field, a degree, or more balance. Then get honest about **Reality**: Where am I right now? What's working in my favor, and what's standing in my way? Naming your strengths along with your obstacles gives you a true starting point, and it keeps your goals grounded in where you actually are.



From there, move into **Options** and **Way Forward**. Ask, "What could I try? What else?" and push past the first answer. A useful test is to ask what you would advise a friend in the same situation, since we're often wiser and more generous with others than with ourselves. Then choose your **Way Forward**: What is my first step, and by when? What might get in the way, and how will I handle it? A goal with a first step and a date stops being a wish and becomes a plan. Revisit the flow as often as you need to, because growth isn't a one-time event. It's something you keep moving through.

Ready to take your next step? You don't have to work through GROW alone. Whether you want one-on-one career coaching or a workshop for your team or organization, we would love to help you get clear on your goal and build a plan to reach it. Contact us TODAY to schedule a session and start moving forward.