PROCESS NOTEBOOK
G-R-O-W FORMAT

TeamStrength INC.
Making Great Business Leaders Better

OVERVIEW

You've got a challenge, and you want to take advantage of TeamStrength and present it to your CEO Forum Group. It's complicated, and you've been working on it for months or even years.

How do you create a framework that generates meaningful feedback and maximizes group time?

Goal
Relevant Info
Options
What Else?

Use G-R-O-W Format to:

1. Clarify your thinking. Through this process you'll focus on the desired outcome, and generate and review options to get there.

2. Structure the issue for presentation. G-R-O-W gets the key facts addressed efficiently, so group time can be spent on solutions!

The G-R-O-W Format is a framework for an issue or challenge designed to generate discussion and solutions. A completed G-R-O-W Issue should be no more than TWO PAGES in length!

Key Elements of the G-R-O-W Format:

Goal: The desired end result of addressing the issue. The **Goal** will state the ideal outcome, describe the impact of achieving this, and include quantifiable measures of success. Expand on the goal by describing the vision for all that can be achieved through addressing this challenge. Go beyond the specific situation, and describe the impact on the company, employees, customers, and shareholders. What is the bigger purpose served by addressing the issue?

Relevant Info: The current situation, obstacles and past strategies. This should include a brief history of the issue along with current status. Describe the impact of the situation historically and into the future. Name the obstacles (people and situations), and explain previous strategies used to achieve the goal and the outcome of these attempts.

Options: A list of the choices you are considering to achieve the **Goal**. This should include all reasonable options with a description of the pro's and con's of each choice.

What Else?: The action plan and timetable for addressing the issue. Commit to implementing solutions within a specific time period. This section should also include 2-3 specific questions for the group to address in the discussion.

Questions to Consider

1. Am I focused on the right goal? Is it in sync with the company's purpose, values, and vision?

2. Have I clearly defined the potential long-term effects of this situation - both positive and negative?

3. Have I carefully considered the obstacles and listed all constraints with individuals and situations?

4. Am I considered the emotional side of this issue for myself and others involved?

5. Did I take my own thinking to the next level by generating creative solutions and expanding on pro's and con's for each option?