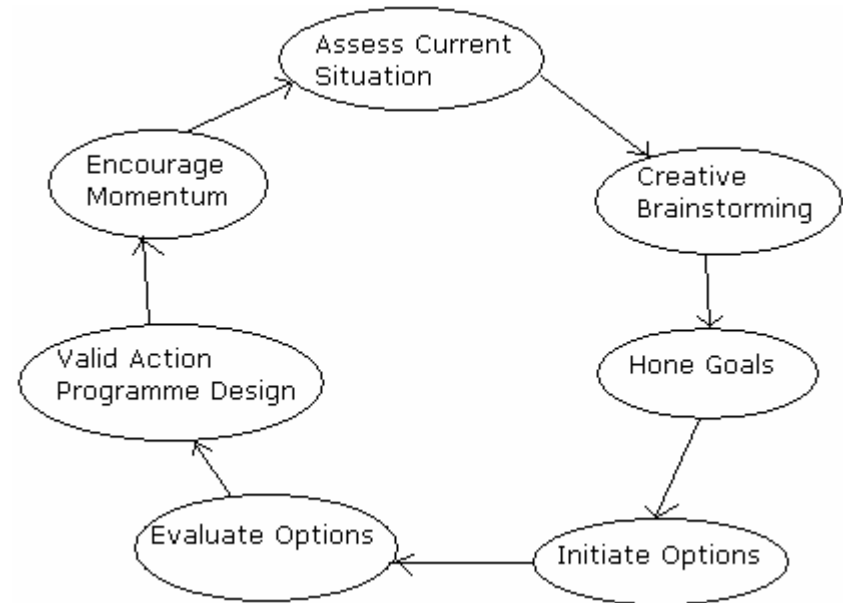


The ACHIEVE Coaching Model®

The Achieve Coaching Model® was developed by The Coaching Centre. It is reported to be an adaptive yet systematic coaching process. It was found that experienced executive coaches go beyond the confines of the GROW model to achieve measurable and sustainable results with their clients. The seven stages of the ACHIEVE Coaching Model® are: **A**ssess current situation; **C**reative brainstorming; **H**one goals; **I**nitiate options; **E**valuate options; **V**alid action programme design; and **E**ncourage momentum.

What it means – In stage 1, it is important to obtain an overview of the client's current circumstances before focusing on the chosen area. The most critical coaching skills at this stage are: rapport building, the use of open-ended questions and active listening. Stage 2 increases the clients' range of choices and creates a sound foundation for the development of creative solutions and behavioural change. Stage 3 is to refine the established alternatives into specific goals and is where SMART goals are created and/or refined. In Stage 4, the aim is to develop a range of ways of achieving the desired goal(s). The purpose is not to find the 'right' option but to develop a range of options for achieving the goal(s). Having generated a range of options, stage 5 is to evaluate these options and prioritise them for the action plan. In stage 6, an action plan is designed with the goals broken down into achievable chunks. Stage 7 is about encouraging momentum and helping the client stay on track and should be an ongoing process.



The Achieve Coaching Model®

How can this help me? – Makes the executive coaching process transparent, enhances executive coaches own coaching practice allowing for flexibility and individuality. It can also assist executives thinking about embarking on a coaching programme themselves and who want to know what to expect and can help with evaluating coaches when choosing with whom to work.

Find out more: Read *The Seven Steps of Effective Executive Coaching* by Sabine Dembkowski, Fiona Eldridge and Ian Hunter.