



THE
CONVERSATION
COMPANY™

BETTER CONVERSATIONS.
STRONGER RESULTS.

HOW TO USE THE GUIDE™ MODEL

A simple, powerful framework for coaching conversations
that drive clarity, action and results.

G GOAL  <i>What outcome are we trying to achieve?</i>	PURPOSE Clarify what the person wants to achieve. Define a clear, specific and meaningful goal.  TIP: A strong goal is specific and outcome-focused.	EXAMPLE QUESTIONS • What do you want to achieve? • What does success look like for you? • How will you know when you've achieved it? • What is most important about this goal?
U UNDERSTAND  <i>What's happening today?</i>	PURPOSE Explore the current situation. Understand the context, challenges, strengths and resources.  TIP: Be curious and listen deeply. Avoid jumping to solutions.	EXAMPLE QUESTIONS • What is happening right now? • What has worked well so far? • What challenges or obstacles are you facing? • What resources or strengths do you have?
I IDEAS  <i>What options or approaches could we consider?</i>	PURPOSE Generate possible strategies and solutions. Encourage open thinking and creativity.  TIP: Focus on quantity first, then explore the best possibilities.	EXAMPLE QUESTIONS • What options do you have? • What else could you do? • If anything were possible, what would you do? • What are the pros and cons of each option?
D DECIDE  <i>What will you do? By when?</i>	PURPOSE Commit to action. Define the next steps, who will do what, and by when.  TIP: Ensure the actions are SMART: Specific, Measurable, Achievable, Relevant, Time-bound.	EXAMPLE QUESTIONS • What will you do? • What is your first step? • When will you do it? • What support do you need? • How will you hold yourself accountable?
E EVALUATE  <i>How will we know it's working and what's next?</i>	PURPOSE Confirm progress and results. Evaluate what's working, adjust as needed, and plan follow-up.  TIP: Progress happens when you reflect and adjust.	EXAMPLE QUESTIONS • How will we measure success? • What's working well? • What needs to change? • When will we follow up to review progress?
COACHING TIPS  LISTEN ACTIVELY Give your full attention and listen to understand.  ASK POWERFUL QUESTIONS Open questions create insight and possibilities.  BE PRESENT AND NON-JUDGMENTAL Create a safe space for honest conversation.  SUMMARIZE AND REFLECT Check understanding and highlight key insights.		
REMEMBER  You don't have to follow the GUIDE model rigidly. Be flexible and adapt to the needs of the conversation. <i>Great conversations inspire great growth.</i>		

♥ Your role is not to have all the answers, but to help others find their own.