



# The GROW Model

## A Communication Strategy That Works

BY LUKE BUNDER

### "I've told them that so many times!"

These are the words I often hear from parents during our parent calls.

They tell me with a partial laugh,  
"My teen said, "I am taking this new action because I figured this out in my session with Luke!"

The parent (laughing) says, "I've told them that so many times! Now they decide to change!"

Well, my secret is that I never tell my clients what to do. I only ask questions.

Sometimes we have to tell our teens what to do. But when it comes to advice, telling doesn't always work.

Questioning works better than telling because people are more likely to change if they come up with the change themselves. This is because it aligns with their sense of autonomy and personal agency.

When individuals initiate the process of change, they are more invested in the outcome and are less likely to feel coerced or forced into it. This self-generated motivation can lead to a stronger commitment to the change process and a higher likelihood of success.

Research indicates that when people are involved in the decision-making process, they are more likely to internalize the reasons for the change and feel a sense of ownership over the new behaviors or attitudes they are adopting. This internalization can make the change more sustainable and less prone to relapse.

Long-lasting change doesn't come from telling teens what to do. It comes from guiding them to think for themselves.

Teenagers need to practice making decisions, not just following instructions.

When we step in too much, we take that learning away from them. Imagine a soccer coach who sees a player struggling and jumps in to finish their drills—how would that help the player improve? Instead, a great coach encourages, asks strategic questions, and lets the athlete work through the challenge to build resilience.

Parenting works the same way. Instead of giving advice that gets ignored, you can help your teen reflect, problem-solve, and build confidence—all through the power of high-quality questions.

That's where the GROW Model comes in. This simple, proven framework helps you transform everyday conversations into confidence-building moments.

Let's dive in.



# THE GROW MODEL: FOUR STEPS TO CONFIDENCE-BUILDING CONVERSATIONS

## STEP 1: GOALS

When your teen faces a situation they need help with, start by guiding them toward identifying what they want... a.k.a their goals.

Setting goals teaches teens to focus on what they want to achieve instead of focusing on what they don't want. The skill of focusing on what we *do* want is a key part of making successful change and developing confidence.

Goals can be small and immediate aims (like completing an assignment or helping a friend) or larger and long-term (like building real confidence in their sport or earning a spot on a D1 college team).

### Sample Questions to Ask Your Teen:

- *I'm curious, what is it that you want with this?*
- *What do you want to accomplish in this situation or context?*
- *If you were to improve one skill in your sport, which one would make the biggest difference?*
- *To help clarify their goal: How will you know you have achieved that?*

**Tip 1:** Teens often respond with what they *don't want*. If you ask, "What do you want to achieve in practice?" they might say, "I don't want to look like a fool at the party." You can guide them by asking, "If you're not looking like a fool, what do you want to be doing?" This helps them focus on a clear goal, like, "I want to be looking good, feeling calm, and talking with everyone."

**Tip 2:** Help your child set S.M.A.R.T. goals - goals that are Specific, Measurable, Attainable, Realistic, and Timely. This framework gives your child a clear path to success and helps them see progress, which is essential for building confidence.





## STEP 2: REALITY

Once a goal is set, explore the current reality of the situation. Run a reality check on things. Help them think about how far from their goal are they, why are they getting the current results, what are their strengths and weaknesses, and what needs to change to reach their goal.

This step helps your teen understand where they are starting from and what obstacles might be in the way. It's important to create a safe space for your child to reflect on their current situation without fear of judgment.

### Sample Questions to Ask Your Teen:

- *Where you are now in relation to your goal?*
- *What is your current ability in this area out of 0/10?*
- *What have you tried already to improve the situation?*
- *What's working well for you, and where are you getting stuck?*

**Tip:** Resist the urge to solve the problem for them. Instead, listen actively, seek to understand, acknowledge any emotions that come up, and show empathy. This builds trust and teaches your teen that they are capable of working through challenges by themselves.

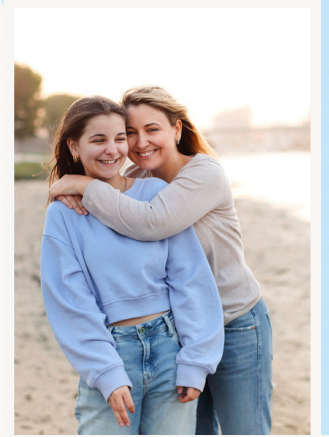
## STEP 3: OPTIONS

With a clear understanding of the current reality, it's time to explore the options and possibilities. This step invites your teen to generate ideas for how they might reach their goal. Invite them to look for resources and shift the conversation to a solution focus. Encourage brainstorming without judgment to foster creativity and open-mindedness.

### Sample Questions to Ask Your Teen:

- *What are all the options you have right now?*
- *Which option seems the most doable, exciting, or useful?*
- *What are some ways you could overcome this problem?*
- *Who could help you with this? How specifically could they help you?*
- *What have you learned from similar situations in the past?*
- *What could you do differently this time to get better results?*
- *What are the costs and benefits of taking this course of action?*

**Tip:** Reinforce that there's more than one way to achieve a goal. Helping your child see different possibilities opens up new avenues for success and builds their problem-solving skills. Encourage them to stay in an optimistic problem-solver mindset.





## STEP 4: WAY FORWARD (ACTION):

The final step is to help your teen commit to a specific plan of action.

This is where they choose what they are going to do next. By creating a clear, step-by-step plan, your teen will gain a sense of control and accountability—both of which are critical for confidence and success.

### Sample Questions to Ask Your Teen:

- *What's the first step you can take toward the outcome you want?*
- *What specific actions will you take between now and next month?*
- *When will you do it? How will you do it?*
- *How will you measure your progress?*
- *What support do you need from me to get there?*
- *What might stop you? How can you plan for it?*
- *Are you going to do it? Have you decided to do it?*

**Tip:** Encourage your teen to take small steps, celebrate their effort and progress, and reflect on what they learn along the way. Building confidence is a gradual process, and every win—no matter how small—contributes to that growth. Remember, there is no such thing as failure, only feedback of information. Use the feedback to learn from. It is important to celebrate every win along the journey.





## **PUTTING IT ALL TOGETHER: CREATING A CONFIDENCE-BUILDING CONVERSATION**

The GROW Model is flexible, and your conversations won't always follow these steps in order. The important thing is to stay curious and patient. If you force these conversations, they will not work. Try not to have an agenda, be unattached, and practice asking the questions when the time is right. With time, you'll notice that these conversations become more natural, and your teen will start to approach challenges with greater confidence and resilience.

### **PUTTING IT INTO PRACTICE**

Here's how a typical conversation might flow, using the GROW model:

**Teen says,** *"I am so frustrated, I keep struggling with my math classes."*

- **Goal:** You say, *"What do you want to achieve in math?"*

**Teen says,** *"I want to stop struggling."*

**You say,** *"If you weren't struggle, what would you be doing?"*

**Teen says,** *"I would be finding math class easier and getting As on my tests."*

- **Reality:** You say, *"So, right now you are struggling with math. What's have you tried? What has worked for you in the past?"*

**Teen says,** *"I have tried to study but when I do I get distracted. I was doing better when I didn't have my phone in my room when I study."*

- **Options:** You say, *"So, what are some ways you can improve? What do you think you can do to make math easier and begin getting As?"*

**Teen says,** *"Well it's seems so obvious now. I should study without my phone in my room."*

- **Way Forward (action):** You say, *"Cool, so what's the first step you're going to take to start making that happen? How will you do it? Are you truly committed? I can hold you accountable if you want me to."*

By consistently applying these steps, you'll help your teen develop a stronger self-awareness, responsibility, and confidence. Your support and guidance will make a lasting difference in their mental resilience—both in sports and in life.





# 10 QUICK BONUS TIPS

## FOR CONFIDENCE BUILDING COMMUNICATION

1. **Listen Actively** – Let your teen think and talk without interrupting or jumping in with solutions.
2. **Validate Their Feelings** – Seek to understand them, show empathy, and acknowledge their challenges.
3. **Focus on Effort, Not Just Results** – Praise the effort they put in, regardless of the outcome.
4. **Ask Open-Ended Questions** – Encourage deeper thinking and reflection.
5. **Encourage Risk-Taking** – Help your teen see that trying new things, even if they fail, is a part of learning.
6. **Model Confidence** – Children learn by watching. Show them how you handle challenges with confidence.
7. **Be Patient** – Building confidence and success takes time. Celebrate small wins along the way.
8. **Help Them Set Realistic Goals** – Teach them the power of setting and achieving manageable goals.
9. **Teach Problem-Solving Skills** – Encourage them to think through solutions rather than providing answers.
10. **Celebrate Growth** – Acknowledge, count, and celebrate their progress and how far they've come.





## UNLOCK YOUR CHILD'S FULL POTENTIAL WITH PROFESSIONAL MINDSET COACHING FOR PEAK PERFORMANCE!

### We guarantee confidence!

If you're looking for a proven, step-by-step, guaranteed system to help your child build lasting confidence and unlock their best, then our **Guaranteed Confidence Program** might be perfect for you. In this 6-month program, we'll work together to equip your child with the mindset, strategies, and tools they need to feel confident both on and off the field.



Through a personalized approach that combines expert coaching and parent support, this program guarantees that your child will see measurable improvement in their confidence, mental resilience, and overall performance.

### **WE BACK OUR WORK WITH A 100% MONEY-BACK GUARANTEE**

If you would like to work together to give your child the highest level of confidence they can get then we are here for you.

Click **HERE** to learn more the program and schedule an introductory session.



# Testimonials



"Luke helped me overcome fear of mistakes, get rid of performance anxiety, get organized, and become confident again. I have come so far as a person and player. I am so glad I did this before starting college."

**KATELYN GREINER**  
[SEE HER FULL TESTIMONIAL HERE](#)



"My wife and I came to Luke because my daughter was facing a lack of self-belief and confidence. The progress she has made has been night and day. She has confidence in herself now."

**STUART BARNES (PARENT)**  
[SEE HIS FULL TESTIMONIAL HERE](#)



"Working with Jen & Luke helped our daughter Miranda to clarify and prioritize her goals, on and off the field, and structure them into achievable and measurable actions to gauge her progress and maintain focus. It enhanced her confidence and reduced performance anxiety when playing at a top level and with/against older players (she was one of only two freshman on the Varsity team)."

**LAURA AND LOUIS (PARENTS)**



"Some of the benefits Audrey experienced working with Jen and Luke were the life skills you don't usually get as a 13 year old girl, like how to deal with anxiety and how to use her time better rather than procrastinating. Overall it's given her a sense of confidence and awareness of herself."

**MICHAEL SCHLADOR (PARENT)**



"Through working with Luke, Lily built her mental/emotional resilience, enhanced her self-trust, and gained more confidence in soccer and also outside of soccer. I recommend working with Luke, and I have already recommended him to friends of mine".

**HEATHER N (PARENT)**



"Hunter's growth since her completion of the program at Evolving Athlete Academy has been impressive. She is more confident on the field and trusts in her technical skills and own abilities to see the field and make the right next decision. She can now block out the negative voices of her teammates that criticize instead support and instruct

**ZENNA LANTZMAN (PARENT)**