**Purpose:**

To help ensure clarity of goals and to be aware of the root cause of the confusion, identify solutions and ensure action in order to achieve the desired and most appropriate goals

 **Directions:**

1. This tool can be used as a framework for a coaching session to explore goals and to agree actions to achieve the goals. The acronym ‘WINBIG’ spells out a six step model: the model incorporates an effective questioning strategy.
2. The coach asks their client each of various questions linked to each stage of the WINBIG model to help develop and clarify the individuals goals:
* **W**onder about the root cause
* **I**nvestigate wants
* **N**ame possible solutions
* **B**uild a plan
* **E**nsure action
1. The WINBIG model can be adapted for use in many different situations such as visioning, performance management, sales coaching, personal effectiveness, project planning and so on: the example below focuses on goal setting.

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| **Wonder about the root cause** |
| 1. Where do you need more clarity?
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| 1. How does this situation impact you?
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| 1. What are the areas of conflict/confusion?
 |
| 1. Bottom line: What’s the biggest hurdle you’re facing in this situation?
 |
| 1. Give Affirmation: *What should this person be proud of right now?*
 |
| 1. What’s holding you back from being clear about the situation?
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| 1. What’s underneath this confusion? And underneath that?
 |
| 1. What’s your contribution to the problem?
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| 1. What are the potential effects of not clarifying the situation?
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| 1. What frustrates you most about yourself in this situation?

- What’s that about? |

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| **Investigate wants** |
| 1. What’s your #1 goal in life?- What things that we’ve been discussing will support your #1 goal?
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| 1. What would real success look like in this situation?- What does that tell you about the goal?
 |
| 1. When you are 100 years old, what do you want people to say about you?- How does that affect how you want to resolve this situation?
 |
| 1. Give Affirmation: *How does this person developing new ways of thinking right now?*
 |
| 1. What is your take on your current goals?- What do you want more of and less of with these goals?
 |
| 1. What would more clarity give you?- How do you want to act as you head toward your clarity?
 |
| 1. In what ways might you hold yourself back as you set these goals?
 |
| 1. What kind of mark do you want to leave on this earth?- How does this impact what you want the goal to look like?
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| 1. What would be the stretch you really want to make here?- How does that affect the goal?
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| 1. What is your vision for yourself in the next five years?- How does that affect how you want to resolve this situation?
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| **Name possible solutions** |
| 1. Give Affirmation: *What is outstanding about this person right now?*
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| 1. What’s the hardest way to solve this problem?-What’s the easiest way to gain clarity?
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| 1. What does your gut tell you to do?
 |
| 1. In the book of *My Perfect Life,* how would this play out?
 |
| 1. What would a wise grandmother/father tell you to do here?
 |
| 1. What would you do here, if your life depended on it?
 |
| 1. How does your decision fit with what’s important to you?
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| 1. What would your favourite athlete do in this situation?
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| 1. What would make this situation even more unclear?- What’s the opposite of that?
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| 1. What would you have to do to gain clarity?- How would you have to act for that to happen?
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| **Build a plan*** Which of the possible solutions gets you closest to what you want?
* Which one do you think you should pursue?
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| 1. What information do you need to successfully execute the solution?
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| 1. How well will this decision affect you as a person?
 |
| 1. How will you ensure that this decision fits into your big picture?
 |
| 1. What’s a manageable timeline to accomplish this?- What would be a stretch timeline?
 |
| 1. What’s the biggest obstacle to your decision?- What safeguards do you want to build in to ensure success?
 |
| 1. Give Affirmation: *How is this person motivating others?*
 |
| 1. What support do you need to make this a success?- How could you ensure that you get this support?
 |
| 1. What do you need to include to ensure that you’re happy about the decision in twelve months?
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| 1. What’s the evaluation mechanism for this plan?
 |
| 1. What’s the scariest part of executing this plan?
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|  **Insure action** |
| 1. How are you going to let me know that you’re moving forward?
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| 1. What happens if it doesn’t work out the way you planned?
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| 1. What’s the most likely way you’ll sabotage your success?- How do you want me to be with you if I see that happening?
 |
| 1. Give Affirmation: *What do you admire about this person right now?*
 |
| 1. What would stop you from approaching me if you get stuck?- What do you need from me to make it easier to approach me?
 |
| 1. If you can’t put a sticky note on your forehead, what else could you do to remember to keep your commitment?
 |
| 1. How do you want me to help you move forward?
 |
| 1. What would you have to *stop* doing to successfully execute this plan?
 |
| 1. What’s the most important thing you need to remember as you move forward?
 |
| 1. What’s important about honouring this commitment?
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**Final Question(s):**So, what are you going to do by when, and how am I going to know?

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| **Give Affirmation (Answered by the Coach: Choose one)** |
| 1. What skills does this person have that will get them where they want to go?
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| 1. What new disciplines is this person successfully learning?
 |
| 1. What attitudes is this person successfully adopting?
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