



GROWFormula.org

Policy Manual

Introduction

Welcome to the GROW Policy Manual.

This manual brings together the policies and procedures that support the delivery of GROW programmes, services, accreditation and certification. Its purpose is to ensure that everyone involved with GROW understands how key processes work and what standards can be expected.

These policies apply, where relevant, to customers, learners, Licensed Providers, Accredited Coaches and members of the GROW team.

How to Use This Manual

Each policy in this manual can be read independently and includes information about its purpose, scope and any related policies.

If you are looking for guidance on a specific topic, please refer to the relevant policy section. Where policies overlap, cross-references are provided.

Policy Review

GROW reviews its policies regularly to ensure they remain accurate, effective and aligned with current legislation, best practice and organisational needs.

The most recent version of each policy supersedes all previous versions.

Questions

If you have any questions about any policy within this manual, please contact: support@growformula.org.

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Accessibility and Reasonable Adjustments Policy

GROW recognises that learners have different needs, learning preferences and life circumstances.

We are committed to making our programmes as accessible as reasonably possible and to removing barriers to participation wherever we can.

This policy explains how learners can request support, reasonable adjustments and special consideration.

Scope

This policy applies to all GROW programmes, including:

- GROW Your Business
- GROW Practitioner Certification
- GROW Coach Accreditation

It also applies to all associated learning materials, assessments, coaching and community activities.

Our Accessibility Approach

GROW aims to make learning accessible for as many people as possible.

Our current accessibility measures include:

- Printed workbooks provided to learners
- Written transcripts for video content
- Audio narration on text-based learning materials where available
- Flexible reflective activities that can be completed using written notes or voice notes
- Individual consideration of support needs and reasonable adjustments

We continually review our learning materials and delivery methods and welcome feedback on how accessibility can be improved.

Reasonable Adjustments

A reasonable adjustment is a change or support measure that helps remove or reduce a barrier to learning or assessment.

Reasonable adjustments may be appropriate where a learner has a disability, health condition, neurodivergence, learning difficulty or other support need.

Examples may include:

- Alternative ways of accessing learning materials
- Additional support during learning activities
- Adjustments to assessment arrangements
- Additional time for completing activities or assessments where appropriate
- Other practical adjustments that help a learner participate fully

Reasonable adjustments must not compromise the learning outcomes, assessment requirements or integrity of any certification or accreditation process.

Requesting a Reasonable Adjustment

Learners are encouraged to tell us about any support needs as early as possible. However, requests will be considered at any stage of a programme.

Requests should be made by contacting support@growformula.org.

Where appropriate, GROW may ask for additional information in order to understand the learner's needs and determine what adjustments may be reasonable and practical.

The Founder of GROW or their nominated representative is responsible for making decisions regarding reasonable adjustments.

Learners Working with Licensed Providers

Where a learner is participating in a programme delivered through a GROW Licensed Provider, support needs should normally be discussed with the Licensed Provider first.

Where additional support or adjustments are required, the Licensed Provider may work with GROW to identify and implement appropriate arrangements.

Adjustments That May Not Be Reasonable

While GROW will always try to support learners wherever practical, some requests may not be considered reasonable. For example, GROW would not normally:

- Remove core learning outcomes or certification requirements
- Waive assessments that are required for certification or accreditation
- Make changes that would compromise the quality, integrity or fairness of the programme

Each request will be considered individually.

Special Consideration

Special consideration may be available where a learner experiences an unexpected event that affects their ability to participate in learning or assessment. Examples may include:

- Serious illness or injury
- Bereavement
- Family emergencies
- Other significant circumstances outside the learner's control

Depending on the circumstances, GROW may offer support such as:

- Extended deadlines
- Alternative arrangements
- Rescheduled coaching sessions or assessments

Special consideration will not automatically result in certification, accreditation or a change to assessment standards.

Requests for special consideration should be made as soon as possible by contacting support@growformula.org.

Raising Concerns

If a learner believes their support needs have not been appropriately considered, they may raise a concern through GROW's Complaints Policy or Appeals Policy, as appropriate.

Responsibility

The Founder of GROW or their nominated representative is responsible for overseeing the implementation of this policy.

Related Policies

This policy should be read alongside the following policies:

- Appeals Policy
- Complaints Policy
- Equality, Diversity and Inclusion Policy
- Learner Charter

Appeals Policy

GROW is committed to ensuring that assessment decisions are fair, consistent and transparent. This policy explains how learners can appeal an assessment decision relating to GROW Practitioner Certification or GROW Coach Accreditation.

What Can Be Appealed?

Learners may appeal:

- An assessment decision relating to GROW Practitioner Certification or GROW Coach Accreditation.
- A decision that they have not met the required assessment criteria.
- A decision where they believe the assessment process was not followed correctly.
- A situation where a failure to make reasonable adjustments may have affected the outcome of the assessment.

Stage 1: Assessor Review

Learners should first discuss the assessment decision with the Assessor who made the decision.

For learners completing a programme through a GROW Licensed Provider, this review must be completed through the Licensed Provider's own appeals process before GROW will consider the appeal.

If the learner remains dissatisfied after this review, they may submit a formal appeal.

Stage 2: Formal Appeal to GROW

Appeals must be submitted within 14 calendar days of the outcome of the Stage 1 review.

The learner should email support@growformula.org and include:

- Their full name
- The assessment decision being appealed
- The reason for the appeal
- Any supporting evidence

A GROW representative who was not involved in the original assessment decision will review the appeal and any supporting evidence.

A written decision will normally be provided within 20 working days.

Final Decision

The decision issued by GROW following the formal appeal review is final.

Related Policies

This policy should be read alongside the following policies:

- Accessibility and Reasonable Adjustments Policy
- Assessment and Certification Policy
- Complaints Policy

Assessment and Certification Policy

This policy explains how assessment, certification and accreditation decisions are made within GROW.

The aim of assessment is to ensure that certification and accreditation decisions are fair, consistent and based on clear evidence.

Scope

This policy applies to:

- GROW Practitioner Certification
- GROW Coach Accreditation

Our Assessment Philosophy

GROW's approach to assessment is developmental rather than judgemental.

The purpose of assessment is not to look for perfection. Instead, it is to determine whether there is reasonable evidence that a learner has engaged with the programme, reflected on their learning and begun applying the principles of the GROW Formula® in practice.

GROW Practitioner Certification

The GROW Certification Programme is designed to support meaningful and sustainable change in practice.

Certification focuses on whether participants are beginning to apply and embody the GROW Formula® within their professional lives, rather than whether they can pass a formal examination.

Participants do not need to demonstrate mastery of all sixteen Guiding Principles or have fully implemented every aspect of the GROW Formula® by the end of the Programme.

Eligibility for Certification

To be eligible for GROW Practitioner Certification, participants must normally:

- Attend a minimum of 10 of the 12 coaching sessions
- Complete the Participant Self-Evaluation Forms for G, R, O and W
- Engage meaningfully with the Programme and coaching process

- Demonstrate a willingness to learn, experiment and grow

Alternative arrangements may be considered where appropriate.

Certification Decision

Certification decisions are based on two sources of evidence:

Participant self-reflection

Participants complete Participant Self-Evaluation Forms throughout the Programme. These provide evidence that they have engaged with and reflected on each area of the GROW Formula®.

Participation and engagement

The Accredited GROW Coach completes a Practitioner Evaluation Checklist, considering factors such as:

- Attendance
- Participation in discussions and activities
- Willingness to engage with coaching
- Evidence of applying or experimenting with learning
- Completion of self-evaluation activities

The Accredited GROW Coach makes a recommendation, and GROW makes the final certification decision.

GROW Coach Accreditation

GROW Coach Accreditation confirms that an individual is ready to deliver GROW programmes in accordance with the GROW Formula® and GROW coaching principles.

Requirements for Accreditation

To achieve GROW Coach Accreditation, applicants must:

- Complete all required learning activities
- Pass the knowledge assessment
- Attend the Ready-to-GROW call
- Demonstrate readiness to deliver GROW programmes

The final accreditation decision is made by GROW following the Ready-to-GROW call and review of all required evidence.

Assessment Outcomes

Assessment decisions will normally result in one of the following outcomes:

Achieved

The learner has met the required criteria and will be awarded certification or accreditation.

Additional Evidence Required

The learner has not yet provided sufficient evidence to demonstrate that the criteria have been met. Further evidence or clarification is required before a final decision can be made.

Not Yet Achieved

The learner has not met the required criteria at this stage.

Reassessment and Resubmission

Where appropriate, GROW will normally provide learners with an opportunity to address identified gaps and submit additional evidence.

The nature and timing of any reassessment or resubmission opportunity will be determined on a case-by-case basis.

Certificates, Badges and Registers

Successful learners may receive:

- A certificate
- A digital badge
- Inclusion on a public register, where applicable

GROW is responsible for issuing certificates, badges and register listings.

Record Keeping

GROW and Licensed Providers will maintain appropriate assessment records to support certification and accreditation decisions. Records will be retained in accordance with GROW's data retention arrangements.

Responsibility

The Founder of GROW or their nominated representative is responsible for overseeing the implementation of this policy.

Related Policies

This policy should be read alongside the following policies:

- Appeals Policy
- Accessibility and Reasonable Adjustments Policy
- Conflict of Interest Policy
- Malpractice and Misconduct Policy
- Reflective Practice Policy

Complaints Policy

GROW is committed to providing a high-quality service and welcomes feedback from customers, learners, Licensed Providers and Accredited Coaches. We view complaints as an opportunity to learn, improve and put things right where appropriate.

This policy explains how complaints can be raised and how they will be handled.

What Is a Complaint?

A complaint is an expression of dissatisfaction about a service, decision, action or experience relating to GROW.

Examples may include:

- A service not being delivered as expected
- Poor communication or lack of response
- Unprofessional conduct
- A concern about how a process has been managed
- Dissatisfaction with a product, programme or service

Complaints relating to assessment decisions must be handled through the Appeals Policy. GROW will redirect complaints relating solely to assessment decisions to the Appeals Policy.

Raising a Complaint

Where appropriate, we encourage individuals to raise concerns informally with the person involved first, as many issues can often be resolved quickly and amicably.

If the matter cannot be resolved informally, a formal complaint should be submitted by email to support@growformula.org.

Complaints should normally be submitted within 12 months of the event giving rise to the complaint.

The complaint should include:

- Your full name
- A description of the complaint
- Any relevant dates or supporting information
- The outcome you are seeking

Anonymous complaints will not be accepted.

For complaints relating to a GROW Licensed Provider, the Licensed Provider's own complaints procedure must be completed before GROW will consider the complaint.

Complaint Review

A GROW representative who was not directly involved in the matter will review the complaint and any supporting information.

We will acknowledge receipt of the complaint within 5 working days.

We will normally provide a written response within 20 working days. Where additional time is required, we will keep the complainant informed of progress.

GROW reserves the right not to investigate complaints that are vexatious, abusive, repetitive, or clearly without foundation.

Final Decision

Following the review, GROW will issue a written decision. This decision is final.

Confidentiality

Complaints will be handled sensitively and confidentially. Information will only be shared with those who need it to investigate and resolve the complaint.

Related Policies

This policy should be read alongside the following policies:

- Accessibility and Reasonable Adjustments Policy
- Appeals Policy
- Assessment and Certification Policy

Conflict of Interest Policy

GROW is committed to making decisions fairly, transparently and in the best interests of learners, Licensed Providers and the wider profession.

This policy explains how actual, potential and perceived conflicts of interest should be identified, disclosed and managed.

Scope

This policy applies to:

- GROW staff
- Accredited Coaches
- Licensed Providers
- Contractors, associates and anyone acting on behalf of GROW

What Is a Conflict of Interest?

A conflict of interest arises when a person's personal, financial or professional interests could influence, or appear to influence, their judgement or decision-making.

A conflict may be:

- Actual: a conflict exists now
- Potential: a conflict could arise in the future
- Perceived: others could reasonably believe a conflict exists

Examples of Conflicts of Interest

Examples may include:

- Assessing or recommending certification for a close family member, friend or business partner
- Making certification, accreditation or licensing decisions where there is a personal financial interest
- Receiving gifts, payments or incentives that could influence a decision
- Personal relationships that could affect objectivity
- Recommending or promoting GROW programmes without disclosing a relevant financial interest

Licensed Providers recommending their own learners for GROW Practitioner Certification is not considered a conflict of interest, provided certification decisions are made in accordance with GROW's Assessment and Certification Policy.

Declaring Conflicts of Interest

Anyone covered by this policy must declare any actual, potential or perceived conflict of interest as soon as possible.

Concerns should be reported to support@growformula.org.

Managing Conflicts of Interest

Where a conflict of interest is identified, GROW will determine what action is appropriate.

This may include:

- Independent review of a decision
- Additional oversight or monitoring
- Reallocation of responsibilities
- Other actions considered necessary to ensure fairness and objectivity

Gifts and Benefits

Gifts, payments or other benefits must not influence decisions relating to certification, accreditation, licensing, programme quality or any other GROW activity.

Responsibility

The Founder of GROW or their nominated representative is responsible for overseeing the implementation of this policy and managing declared conflicts of interest.

Related Policies

This policy should be read alongside the following policies:

- Assessment and Certification Policy
- Licensed Provider Quality Assurance Policy
- Malpractice and Misconduct Policy

Course Content Review Policy

GROW is committed to providing learning materials that are accurate, relevant, accessible and useful.

This policy explains how we review and update our courses and learning materials to make sure they continue to meet learners' needs and reflect current good practice.

Scope

This policy applies to:

- GROW Your Business
- GROW Practitioner Certification
- GROW Coach Accreditation
- All associated learning materials, resources, assessments and supporting documents

How We Review Course Content

GROW reviews and updates course content on an ongoing basis.

We do not wait for a fixed annual review date. Instead, we make improvements whenever they are needed.

Course content may be updated in response to:

- Learner feedback
- Changes in the health and wellness business sector
- Changes in technology, platforms or business practices
- New research, evidence or industry developments
- Changes to legal, regulatory or compliance requirements
- Errors, omissions or opportunities for improvement

For example, if the way practitioners attract new clients changes significantly, we will update our learning materials to reflect current best practice.

What We Review

When reviewing course content, we consider:

- Whether the information is accurate and up to date
- Whether the content remains relevant to learners
- Whether the learning outcomes are still being achieved

- Whether assessment requirements remain appropriate
- Whether materials are accessible and inclusive
- Feedback from learners and Licensed Providers
- Learner engagement, completion and success rates
- The overall quality of the learning experience

Where course materials contain legal, regulatory or compliance-related information, these sections will be reviewed and updated as required.

Subject Matter Experts

Course content is reviewed by the Founder of GROW and, where appropriate, external Subject Matter Experts.

These may include specialists in areas such as business, marketing, finance, education, accessibility or other topics relevant to the course content.

Keeping Records

GROW keeps records of significant course updates, including:

- The date of the update
- The changes made
- The reason for the changes

This helps us maintain quality and demonstrate continuous improvement.

Approval

The Founder of GROW is responsible for approving significant changes to course content and learning materials.

Related Policies

This policy should be read alongside the following policies:

- Accessibility and Reasonable Adjustments Policy
- Evaluation and Continuous Improvement Policy
- Licensed Provider Quality Assurance Policy
- Reflective Practice Policy

Data Protection Policy

GROW is committed to protecting personal data and respecting the privacy of everyone we work with, including customers, learners, Licensed Providers, Accredited Coaches and business contacts.

This policy explains how GROW collects, uses, stores and protects personal data in line with the UK General Data Protection Regulation (UK GDPR) and the Data Protection Act 2018.

Scope

This policy applies to all personal data processed by GROW in connection with its programmes, services, accreditation and certification activities.

Our Commitment

When handling personal data, GROW will:

- Process personal data lawfully, fairly and transparently
- Collect only the information needed for a legitimate purpose
- Keep personal data accurate and up to date where possible
- Store personal data securely
- Retain personal data only for as long as necessary
- Respect individuals' rights in relation to their personal data

The Information We Collect

Depending on the service being provided, GROW may collect and process:

- Names
- Postal addresses
- Email addresses
- Telephone numbers
- Payment and transaction records
- Learner records
- E-learning progress data
- Assessment records and supporting documentation
- Coaching records
- Community participation data
- Communications with GROW

In some circumstances, GROW may also collect information relating to accessibility requirements, learning support needs, disabilities or other information disclosed for the purpose of making reasonable adjustments.

How We Use Personal Data

GROW uses personal data to:

- Deliver courses, coaching and certification programmes
- Provide learner support
- Process payments
- Send workbooks, certificates and other learning materials
- Assess learner progress and achievement
- Communicate with learners, customers and partners
- Improve our programmes and services
- Meet legal and regulatory obligations

How We Store and Protect Personal Data

GROW takes reasonable technical and organisational measures to protect personal data from loss, misuse, unauthorised access, disclosure or alteration.

Personal data may be stored using trusted third-party systems, including:

- Kajabi
- Google Workspace
- Zoom
- Stripe
- ScoreApp
- Mailchimp

Access to personal data is limited to those who need it in order to carry out their role.

International Data Transfers

Some of GROW's service providers may store or process personal data outside the United Kingdom.

Where this occurs, GROW will ensure that appropriate safeguards are in place to protect personal data and comply with applicable data protection laws.

Individual Rights

Individuals have the right to:

- Request access to their personal data
- Request correction of inaccurate personal data
- Request deletion of personal data where appropriate
- Restrict or object to certain types of processing
- Withdraw consent where processing is based on consent
- Lodge a complaint with the Information Commissioner's Office (ICO)

Requests relating to personal data should be sent to support@growformula.org.

Data Retention

GROW will only keep personal data for as long as it is needed for the purpose for which it was collected, or as required by law. GROW will securely delete or anonymise personal data when it is no longer required, unless there is a legal or legitimate business reason to retain it.

Data Protection Reviews

Where a new activity, project or process presents a significant privacy risk, GROW will assess the risks and appropriate safeguards before proceeding.

Data Breaches

Any suspected personal data breach must be reported to the Founder immediately. GROW will investigate all reported breaches and, where required by law, notify the Information Commissioner's Office (ICO) and affected individuals.

Responsibility

The Founder of GROW acts as GROW's Data Protection Lead and is responsible for overseeing compliance with this policy.

Related Policies

This policy should be read alongside the following policies:

- Accessibility and Reasonable Adjustments Policy
- Appeals Policy
- Complaints Policy

Equality, Diversity and Inclusion Policy

GROW believes that everyone should be treated fairly, with dignity and respect.

We are committed to creating a welcoming, inclusive and supportive environment where people feel valued and able to participate fully, regardless of their background, experiences or personal characteristics.

This policy explains our commitment to equality, diversity and inclusion across all GROW activities.

Scope

This policy applies to:

- Customers
- Learners
- Licensed Providers
- Accredited Coaches
- Contractors, associates and anyone working on behalf of GROW

Our Commitment

GROW is committed to providing equal opportunities and promoting an inclusive culture.

We will not discriminate unfairly on the basis of age, disability, gender reassignment, marriage or civil partnership, pregnancy or maternity, race, religion or belief, sex, sexual orientation, or any other characteristic protected by law.

We also recognise that every individual brings unique experiences, perspectives and strengths, and we value the diversity of the people we work with.

Access to Learning

Access to GROW programmes is based on suitability for the programme and not on any protected characteristic.

We are committed to removing unnecessary barriers to participation wherever possible and helping learners access the support they need to succeed.

Reasonable Adjustments

GROW will make reasonable adjustments wherever practical to support learners and remove barriers to participation.

Learners are encouraged to tell us about any support needs as early as possible so that appropriate adjustments can be considered and implemented.

Expected Behaviour

Everyone involved with GROW is expected to contribute to a respectful, inclusive and supportive environment.

Bullying, harassment, discrimination, victimisation or any form of inappropriate behaviour will not be tolerated in GROW programmes, coaching sessions, live events, online spaces or community environments.

We expect all participants to treat others with courtesy, professionalism and respect, even when opinions differ.

Raising Concerns

Anyone who experiences or witnesses behaviour that they believe is unfair, discriminatory, harassing or otherwise inconsistent with this policy is encouraged to raise their concerns.

Concerns should be reported to support@growformula.org and will be handled in accordance with GROW's Complaints Policy.

Responsibility

The Founder of GROW is responsible for overseeing the implementation of this policy and promoting equality, diversity and inclusion across GROW activities.

Related Policies

This policy should be read alongside the following policies:

- Accessibility and Reasonable Adjustments Policy
- Complaints Policy
- Learner Charter

Evaluation and Continuous Improvement Policy

GROW is committed to continually improving its programmes, services and learner experience.

We believe that feedback, reflection and evaluation are essential for maintaining high standards and ensuring that GROW continues to meet the needs of learners, Licensed Providers and the wider health and wellness sector.

This policy explains how GROW evaluates its programmes and uses findings to support continuous improvement.

Scope

This policy applies to:

- GROW Your Business
- GROW Practitioner Certification
- GROW Coach Accreditation
- All associated learning materials, assessments, coaching activities and learner support services

Our Approach

We view evaluation as an opportunity to learn, improve and strengthen the quality of our programmes.

We actively seek feedback and review information from a range of sources to understand what is working well and where improvements may be needed.

Evaluation is intended to support learning, development and continuous improvement rather than simply measure performance.

Sources of Evaluation Information

GROW may gather and review information from a variety of sources, including:

- Learner evaluation forms
- Informal learner feedback
- Feedback received by email
- Feedback shared within the GROW Community
- Programme completion data
- Certification and accreditation outcomes
- Case studies and learner success stories

- Feedback from Licensed Providers
- Complaints, appeals and other learner concerns

Feedback may be collected anonymously where appropriate.

Formal Evaluation

Learners will normally be invited to complete an evaluation at the end of:

- GROW Your Business
- The GROW Certification Programme

The purpose of these evaluations is to gather feedback on the learner experience and identify opportunities for improvement.

Licensed Providers

Licensed Providers are encouraged to collect learner feedback and share relevant findings with GROW where appropriate.

This helps GROW identify trends, monitor programme effectiveness and support continuous improvement across the wider GROW network.

Using Evaluation Findings

Evaluation findings may be used to improve:

- Learning materials
- Assessments
- Coaching delivery
- Learner support
- Accessibility
- Licensed Provider support
- The overall learner experience

Findings may also inform updates to programme content, resources, policies and delivery methods.

Responsibility

The Founder of GROW or their nominated representative is responsible for reviewing evaluation findings and identifying appropriate improvement actions.

Related Policies

This policy should be read alongside the following policies:

- Complaints Policy
- Course Content Review Policy
- Learner Charter
- Licensed Provider Quality Assurance Policy
- Reflective Practice Policy

Intellectual Property and Use of Materials Policy

GROW invests significant time and expertise in creating high-quality learning materials, resources, frameworks and programmes.

This policy explains how GROW materials may be used and helps protect the intellectual property that supports the delivery of GROW programmes.

Scope

This policy applies to:

- Learners
- Licensed Providers
- Accredited Coaches
- Contractors, associates and anyone working with GROW materials

Materials Covered by This Policy

This policy applies to all GROW intellectual property, including:

- Course content
- E-learning materials
- Workbooks
- Handouts
- Slide decks
- Trainer manuals
- Coach handbooks
- Videos
- Audio recordings and podcasts
- Assessment materials
- Branding, logos and badges
- The GROW Formula® and GROW Guiding Principles
- Materials contained within the GROW Portal

Ownership

Unless otherwise stated, all GROW materials remain the intellectual property of Sole Trader Courses Ltd trading as GROWFormula.org.

Access to GROW materials does not transfer ownership of those materials.

Use by Learners

Learners may use GROW materials for their own personal learning and professional development.

Learners may not:

- Share GROW materials with others
- Copy or distribute materials outside their own use
- Upload materials to websites or public platforms
- Use GROW materials to train others
- Create courses, programmes or products based substantially on GROW content without permission

Use by Licensed Providers

Licensed Providers may use GROW materials for the delivery of approved GROW programmes in accordance with their licence agreement.

Licensed Providers may adapt examples, activities and delivery style to suit their audience, provided that:

- The core principles remain intact
- The intended learning outcomes remain intact
- The GROW Guiding Principles remain covered within the programme

Licensed Providers may not:

- Sell GROW materials separately
- Share materials outside authorised participants and tutors
- Claim ownership of GROW content, methods or frameworks
- Create standalone products that substantially reproduce GROW content

Artificial Intelligence (AI)

GROW recognises that AI tools are increasingly used to support learning and business activities.

However, GROW materials may not be uploaded to public AI systems for the purpose of reproducing, redistributing or creating competing products based on GROW content.

Nothing in this policy prevents learners from using AI tools appropriately to support their own learning.

Logos, Badges and Branding

GROW logos, badges and branding may only be used where permission has been granted by GROW.

Any use of GROW branding must accurately represent the individual's or organisation's relationship with GROW.

Badges, logos and branding must not be altered without permission.

Breaches of This Policy

Where a breach of this policy is identified, GROW may take one or more of the following actions:

- Request that the activity stops immediately
- Remove access to materials or systems
- Withdraw certification, accreditation or licensing status where appropriate
- Take legal action where necessary to protect its intellectual property

Responsibility

The Founder of GROW or their nominated representative is responsible for overseeing the implementation of this policy.

Related Policies

This policy should be read alongside the following policies:

- Assessment and Certification Policy
- Licensed Provider Agreement
- Licensed Provider Learner Relationship Policy
- Malpractice and Misconduct Policy
- Responsible Marketing Policy

Learner Charter

We believe learning works best when everyone feels welcome, respected and supported.

This Learner Charter sets out what you can expect from GROW and what we ask of you in return. It applies to anyone taking part in a GROW learning programme, including courses, certification programmes, accreditation programmes, coaching and community activities.

What You Can Expect from GROW

As a GROW learner, you can expect us to:

- Treat you fairly, respectfully and professionally
- Provide a high-quality learning experience
- Create a welcoming and inclusive learning environment
- Provide clear information about your programme and progress
- Offer appropriate support throughout your learning journey
- Make reasonable adjustments where required
- Listen to feedback, suggestions and concerns
- Respond to enquiries in a timely and helpful manner
- Protect your personal information and privacy
- Continually improve our programmes and learning materials

What We Ask of You

To help create a positive learning experience for everyone, we ask that you:

- Treat other learners, coaches, Licensed Providers and GROW team members with courtesy and respect
- Respect different experiences, backgrounds and viewpoints
- Help create a safe, inclusive and supportive learning environment
- Engage with the learning materials and activities
- Complete assessments and programme requirements where applicable
- Take responsibility for your own learning and progress
- Let us know about any support needs or reasonable adjustments as early as possible
- Follow any programme, community or assessment guidelines that apply to your course
- Raise any concerns in a constructive and respectful way

Feedback and Concerns

We welcome feedback and are always looking for ways to improve.

If something isn't working well, please let us know. We will listen to your concerns and do our best to resolve issues fairly and promptly.

If you wish to make a formal complaint, please refer to our Complaints Policy or contact support@growformula.org.

Our Shared Commitment

By working together with honesty, respect and a willingness to learn, we can create a positive and rewarding experience for everyone involved in GROW.

Related Policies

This policy should be read alongside the following policies:

- Accessibility and Reasonable Adjustments Policy
- Complaints Policy
- Data Protection Policy
- Equality, Diversity and Inclusion Policy
- Malpractice and Misconduct Policy
- Safeguarding Policy

Licensed Provider Learner Relationship Policy

GROW values the trust that Licensed Providers place in us when they choose to deliver GROW programmes.

This policy explains how learner relationships, communications and participation within the wider GROW ecosystem are managed.

Our aim is to support learners while respecting the relationship between Licensed Providers and their students.

Scope

This policy applies to:

- Licensed Providers
- Accredited GROW Coaches
- Learners participating in GROW programmes through a Licensed Provider
- GROW staff, contractors and associates

Ownership of Learner Relationships

Licensed Providers own and manage their relationship with their learners.

This includes responsibility for:

- Recruitment
- Enrolment
- Administration
- Learner support
- Complaints
- Refunds

GROW's role is to provide programme resources, learning platforms, certification services and related support.

GROW Community Participation

Participation in the GROW Community forms an integral part of the GROW philosophy and learner experience.

Learners participating in GROW programmes delivered by Licensed Providers will have access to the GROW Community as part of their programme.

The purpose of the Community is to support peer learning, collaboration and professional growth.

Community participation does not change ownership of the learner relationship.

Communications with Learners

GROW may communicate directly with learners where necessary to support programme delivery and administration.

Examples include:

- Portal access and login information
- Password resets
- Technical support
- Programme announcements
- Certification administration
- Community-related communications

These communications are intended to support participation in the programme and learner experience.

Marketing and Promotional Activity

GROW will not actively market or sell products or services to a Licensed Provider's learners outside the programmes the Licensed Provider has chosen to offer.

Learners will not be added to marketing lists, newsletters or promotional funnels without their consent.

If GROW develops additional programmes, memberships, CPD opportunities, events or services in the future, these will not be marketed directly to Licensed Provider learners unless the Licensed Provider has agreed to this or the learner has independently chosen to opt in.

Learner Data

Licensed Providers retain ownership of their learner relationships and learner data.

GROW will only process learner information as necessary to provide agreed services, including:

- Portal access
- E-learning administration
- Certification administration

- Community participation
- Related learner support

All processing of personal information will be carried out in accordance with GROW's Data Protection Policy.

Certified Practitioner Register

Practitioners who successfully complete the GROW Certification Programme will normally be included on the GROW Certified Practitioner Register.

Individual practitioners may choose not to be listed.

Licensed Providers may not opt out of practitioner registration on behalf of learners who meet the certification requirements.

Testimonials, Case Studies and Marketing

GROW will not use a Licensed Provider's name, logo, testimonials or case studies without permission.

GROW will not use learner testimonials or case studies in marketing without the appropriate permission from the individual concerned.

Contact by Other Organisations

Learner contact information will not be shared with other Licensed Providers, Accredited Coaches, partner organisations or third parties for marketing purposes.

If a Licence Ends

If a Licensed Provider's licence ends, learners may retain any existing GROW Portal access unless removal is requested by the Licensed Provider or required for operational reasons.

Continued portal access does not place learners into GROW marketing activity, promotional funnels or alternative commercial offers.

Responsibility

The Founder of GROW or their nominated representative is responsible for overseeing the implementation of this policy.

Related Policies

This policy should be read alongside the following policies:

- Data Protection Policy
- Intellectual Property and Use of Materials Policy
- Licensed Provider Agreement
- Licensed Provider Quality Assurance Policy
- Responsible Marketing Policy

Licensed Provider Quality Assurance Policy

GROW is committed to maintaining the quality, consistency and integrity of all programmes delivered by Licensed Providers.

This policy explains how GROW monitors and supports the quality of programme delivery while allowing Licensed Providers the flexibility to deliver programmes in a way that suits their learners and organisation.

Scope

This policy applies to all GROW Licensed Providers and Accredited GROW Coaches delivering:

- GROW Your Business
- GROW Practitioner Certification
- Any future GROW programmes delivered under licence

Our Approach

GROW believes quality assurance should be supportive, proportionate and focused on continuous improvement.

The purpose of quality assurance is to:

- Protect the integrity of the GROW Formula®
- Support a positive learner experience
- Maintain consistent standards across Licensed Providers
- Identify opportunities for improvement
- Ensure certification and accreditation decisions remain credible and fair

Expectations of Licensed Providers

Licensed Providers are expected to:

- Deliver programmes professionally and ethically
- Maintain appropriate standards of conduct and professionalism
- Ensure at least one Accredited GROW Coach remains within the organisation
- Deliver programmes using approved GROW materials and resources
- Protect participant information and comply with applicable data protection requirements
- Follow GROW policies and programme requirements
- Market GROW programmes accurately and responsibly

Licensed Providers may adapt examples, activities and delivery style to suit their audience, provided that the core principles, learning outcomes and GROW Guiding Principles remain intact.

Quality Assurance Activities

To help maintain programme quality, GROW may:

- Review learner feedback
- Review complaints and appeals
- Discuss programme delivery with Licensed Providers
- Review certification outcomes
- Request information relating to programme delivery
- Observe live programme delivery, with reasonable notice
- Request corrective action where concerns arise

Quality assurance is reviewed on an ongoing basis through feedback, communication and programme activity.

Certification Quality Assurance

Licensed Providers are responsible for assessing participants in accordance with GROW's Assessment and Certification Policy.

Where a participant is recommended for GROW Practitioner Certification, the Licensed Provider must confirm that the required certification criteria have been met.

GROW is responsible for making the final certification decision and issuing certificates, badges and register listings.

Learning Materials and Resources

GROW may update learning materials and resources from time to time.

Licensed Providers are encouraged to use the latest versions wherever reasonably practical in order to provide learners with the most up-to-date learning experience.

Addressing Concerns

Where quality concerns arise, GROW will normally work collaboratively with the Licensed Provider to identify solutions and agree appropriate improvement actions.

Where significant concerns remain unresolved, GROW may take further action in accordance with the Licensed Provider Agreement, including suspension of programme delivery or termination of the licence where necessary.

Responsibility

The Founder of GROW or their nominated representative is responsible for overseeing the implementation of this policy and supporting Licensed Providers to maintain high standards.

Related Policies

This policy should be read alongside the following policies:

- Assessment and Certification Policy
- Complaints Policy
- Evaluation and Continuous Improvement Policy
- Licensed Provider Agreement
- Licensed Provider Learner Relationship Policy
- Responsible Marketing Policy

Malpractice and Misconduct Policy

GROW is committed to maintaining the integrity, quality and reputation of its programmes, certification and accreditation processes.

This policy explains how GROW will deal with suspected malpractice or misconduct by learners, Licensed Providers, Accredited Coaches, contractors or anyone involved in the delivery or assessment of GROW programmes.

What Is Malpractice or Misconduct?

Malpractice or misconduct is any action that compromises, or attempts to compromise, the fairness, integrity, quality or credibility of a GROW programme, assessment, certification or accreditation process.

Examples of Learner Malpractice

Examples may include:

- Plagiarism or presenting someone else's work as your own
- Submitting false or misleading information or evidence
- Asking or allowing another person to complete assessments on your behalf
- Having another person complete e-learning assessments required for GROW Coach Accreditation
- Falsifying records, documents or supporting evidence
- Providing false information in relation to reasonable adjustments or special consideration requests
- Misrepresenting GROW certification, accreditation or digital badges
- Any other attempt to gain an unfair advantage

Use of Artificial Intelligence (AI)

GROW encourages learners to use AI as a support tool where appropriate. However, learners must submit their own ideas, reflections, experiences and evidence.

AI may be used to support learning, planning, research or writing, but it must not be used to generate assessment evidence that is intended to represent the learner's own knowledge, experience, reflections or work.

Examples of Misconduct

Examples may include:

- Bullying, harassment or discrimination
- Abusive, threatening or offensive behaviour
- Disruptive behaviour during coaching sessions, live events or community activities
- Conduct that damages the learning experience of others
- Conduct that damages the reputation of GROW or its programmes

Reporting Concerns

Anyone who becomes aware of suspected malpractice or misconduct should report it as soon as possible.

For learners participating through a GROW Licensed Provider, concerns should normally be raised with the Licensed Provider first.

If the matter cannot be resolved, or if escalation is appropriate, concerns should be reported to support@growformula.org.

Reports should include as much information as possible, together with any supporting evidence.

Investigation Process

GROW will investigate all credible reports of suspected malpractice or misconduct.

The investigation may include:

- Reviewing evidence and documentation
- Speaking to relevant individuals
- Requesting additional information
- Giving the individual concerned an opportunity to respond

Once the investigation is complete, GROW will make a decision and communicate the outcome in writing.

Individuals have the right to appeal a decision using GROW's Appeals Policy.

Possible Outcomes

Where malpractice or misconduct is found to have occurred, GROW may take one or more of the following actions.

Learners

- Advice or a formal warning
- Requirement to resubmit work
- Failure of an assessment
- Removal from a programme
- Refusal or withdrawal of certification or accreditation

Licensed Providers, Accredited Coaches, Contractors or Associates

- Advice or a formal warning
- Additional conditions, monitoring or training requirements
- Suspension from GROW activities
- Removal of Licensed Provider or Accredited Coach status
- Termination of the relationship with GROW

In serious cases, GROW may report matters to relevant professional bodies, regulators or legal authorities where appropriate.

Record Keeping

Records of malpractice and misconduct investigations will be retained in accordance with GROW's data retention arrangements.

Responsibility

The Founder of GROW or their nominated representative is responsible for overseeing the implementation of this policy.

Related Policies

This policy should be read alongside the following policies:

- Appeals Policy
- Assessment and Certification Policy
- Complaints Policy
- Equality, Diversity and Inclusion Policy
- Intellectual Property and Use of Materials Policy
- Learner Charter

Reflective Practice Policy

GROW believes that meaningful learning happens when people take time to reflect on their experiences, actions and results.

Reflective practice helps learners, coaches and providers recognise what is working, identify opportunities for improvement and make informed decisions about future action.

This policy explains GROW's approach to reflective practice.

Scope

This policy applies to:

- Learners participating in GROW programmes
- Participants on the GROW Certification Programme
- GROW Coaches
- Licensed Providers

Our Approach to Reflective Practice

At GROW, reflective practice is not simply about looking back. It is about using experience to improve future performance.

Reflection can help individuals to:

- Improve professional practice
- Support personal growth and development
- Improve outcomes for clients
- Strengthen business performance
- Build confidence and self-awareness
- Identify lessons from both successes and challenges

Reflective practice is a core principle of continuous improvement and lifelong learning.

Reflective Practice in GROW Programmes

Reflection is built into the design of GROW programmes through activities such as:

- Workbook exercises
- Coaching discussions
- Action planning

- Reviewing progress and results
- Marketing campaign reviews
- Self-evaluation activities
- Discussion of wins, challenges and lessons learned

Learners are encouraged to reflect regularly on what they are learning, what they are implementing and the results they are achieving.

Certification and Accreditation Pathways

Reflective practice is an expected part of participation in GROW certification and accreditation pathways.

For participants on the GROW Certification Programme, reflection forms part of the certification process through the completion of Participant Self-Evaluation Forms at the end of each stage of the GROW Formula® (G, R, O and W).

These reflections provide evidence that participants have engaged with the Programme, considered their learning and begun applying the GROW Formula® within their own practice.

For GROW Coaches, reflective practice is expected as part of ongoing professional development and coaching effectiveness.

Licensed Providers

Licensed Providers are encouraged to engage in reflective practice as part of programme delivery and continuous improvement.

This may include reflecting on:

- Learner feedback
- Programme outcomes
- Delivery experiences
- What worked well
- Opportunities for improvement

Insights gained through reflection should be used to improve future delivery wherever appropriate.

Recording Reflection

Reflection may be recorded in a variety of ways. Examples include:

- Workbook activities

- Self-evaluation forms
- Action plans
- Coaching notes
- Programme reviews
- Personal learning journals
- Other methods chosen by the individual

GROW does not prescribe a single method of recording reflection.

Responsibility

Everyone involved in GROW programmes shares responsibility for engaging with reflective practice and using learning to support continuous improvement.

The Founder of GROW or their nominated representative is responsible for overseeing the implementation of this policy.

Related Policies

This policy should be read alongside the following policies:

- Accessibility and Reasonable Adjustments Policy
- Course Content Review Policy
- Equality, Diversity and Inclusion Policy
- Learner Charter

Responsible Marketing Policy

GROW believes marketing should help people make informed decisions, not pressure them into buying.

We are committed to marketing our programmes, services and opportunities in a way that is honest, transparent, ethical and respectful.

This policy sets out the principles that guide all marketing activity carried out by, or on behalf of, GROW.

Scope

This policy applies to:

- GROW
- Licensed Providers
- Accredited Coaches
- Contractors, associates and anyone creating marketing content on behalf of GROW

It applies to all forms of marketing and communication, including websites, social media, email marketing, advertising, presentations, webinars, printed materials and promotional content.

Our Marketing Principles

We will:

- Be honest, accurate and transparent
- Avoid misleading claims or exaggerated promises
- Present information in a clear and balanced way
- Treat people with respect and professionalism
- Comply with relevant laws, regulations and advertising standards
- Market our programmes in a way that reflects GROW's values

We will not knowingly use marketing that is deceptive, manipulative, discriminatory, offensive or likely to cause harm.

Claims, Evidence and Results

Any factual claims, statistics, research findings or performance data used in marketing materials should be accurate and capable of being substantiated.

GROW does not guarantee business results, income levels, client numbers or commercial success.

Testimonials and case studies are intended to illustrate individual experiences and outcomes. They should not be interpreted as guarantees of future results.

Testimonials and Case Studies

GROW may use written testimonials, video testimonials and case studies in its marketing.

All testimonials and case studies must:

- Be genuine
- Be used with the individual's permission
- Accurately reflect the person's experience
- Not be edited in a way that changes their meaning

Use of Artificial Intelligence (AI)

GROW may use AI tools to assist with content creation, research, editing and marketing activities. However, GROW remains responsible for ensuring that all marketing communications are accurate, truthful and compliant with this policy.

Content generated or assisted by AI will be reviewed before publication.

Licensed Providers

Licensed Providers must market GROW programmes accurately and in accordance with this policy and any branding or marketing guidance issued by GROW.

Licensed Providers must not make claims about GROW programmes that cannot be substantiated or that could mislead potential learners.

Responsibility

The Founder of GROW or their nominated representative is responsible for overseeing compliance with this policy and approving significant marketing communications.

Related Policies

This policy should be read alongside the following policies:

- Complaints Policy
- Equality, Diversity and Inclusion Policy
- Intellectual Property and Use of Materials Policy
- Learner Charter
- Licensed Provider Learner Relationship Policy

Safeguarding Policy

GROW is committed to providing a safe, respectful and supportive learning environment for everyone who participates in our programmes.

Although GROW's programmes are designed for adults, we recognise that some learners may be vulnerable due to disability, ill health, mental health challenges, neurodivergence, personal circumstances or other factors.

This policy explains how safeguarding concerns will be recognised, reported and managed.

Scope

This policy applies to:

- Learners
- Licensed Providers
- Accredited Coaches
- Contractors, associates and anyone working on behalf of GROW

It applies to all GROW programmes, coaching activities, live events, online communities and communications.

Our Commitment

GROW is committed to:

- Promoting a safe and respectful learning environment
- Treating all individuals with dignity and respect
- Taking safeguarding concerns seriously
- Responding appropriately to concerns about abuse, neglect, exploitation or harm
- Supporting learners to raise concerns without fear of unfair treatment
- Taking appropriate action where safeguarding concerns are identified

What Is Safeguarding?

Safeguarding means taking reasonable steps to protect people from abuse, neglect, exploitation, harassment, bullying or other forms of harm.

Safeguarding concerns may relate to:

- Physical abuse
- Emotional or psychological abuse

- Sexual abuse
- Financial exploitation
- Neglect
- Bullying or harassment
- Discriminatory behaviour
- Online abuse or inappropriate conduct
- Concerns about a person's safety or wellbeing

Reporting a Concern

Anyone who becomes aware of a safeguarding concern should report it as soon as possible.

Where a learner is participating through a GROW Licensed Provider, concerns should normally be reported to the Licensed Provider first.

Where appropriate, concerns may then be escalated to GROW by contacting support@growformula.org.

Reports should include as much factual information as possible, including:

- What happened
- Who was involved
- When the concern arose
- Any actions already taken

Responding to a Disclosure

If someone discloses abuse, neglect, exploitation or another safeguarding concern, those receiving the disclosure should:

- Listen calmly and respectfully
- Take the concern seriously
- Avoid making promises of confidentiality
- Avoid investigating the matter themselves
- Make an accurate record of the information provided
- Report the concern to the Safeguarding Lead as soon as possible

If there is an immediate risk of serious harm, emergency services should be contacted by calling 999.

Safeguarding Lead

The Founder of GROW or their nominated representative acts as GROW's Safeguarding Lead.

The Safeguarding Lead is responsible for:

- Receiving and reviewing safeguarding concerns
- Deciding what action is appropriate
- Maintaining appropriate records
- Escalating concerns to relevant authorities where necessary

Online Safety and Conduct

GROW expects all participants to behave respectfully in coaching sessions, live events, online communities and other learning environments.

Bullying, harassment, discrimination, intimidation, abusive behaviour and inappropriate online conduct will not be tolerated and may result in action under GROW's Malpractice and Misconduct Policy.

Responsibility

GROW will ensure that those responsible for handling safeguarding concerns understand their responsibilities under this policy.

Related Policies

This policy should be read alongside the following policies:

- Accessibility and Reasonable Adjustments Policy
- Complaints Policy
- Equality, Diversity and Inclusion Policy
- Learner Charter
- Malpractice and Misconduct Policy