



The Coaching Habit Impacts

What is The Coaching Habit?

Box of Crayons' flagship training program helps learners across the entire organization develop their own Coach-Like Curiosity habit. From the C-Suite to people managers to customer-centric roles, Coach-Like Curiosity is a skill that improves individuals in a way that strengthens the whole organization.



21 years



132,000 learners

250+

companies served

Client Stories

Worldwide Leader in Cloud Solutions

200,000+ Global Employees | \$200B+ Annual Revenue

Struggling with an advice-driven culture that stifled accountability and innovation, the client wanted to shift to curiosity-led leadership. They partnered with Box of Crayons to develop a custom MOOC based on The Coaching Habit. The program launched in 2019 with remarkable results, including the highest completion rate to date and an 87% increase in reported coaching conversations. This success led the organization to make the program a mandatory part of manager training. Six years later, nearly 20,000 managers have completed it, embedding Coach-Like Curiosity into daily leadership and fostering a culture of empathy, resilience, and innovation.



TELUS

100,000+ Global Employees | \$16B Annual Revenue

TELUS faced challenges with diluted focus and an outdated performance model, leaving employees disengaged and stalling organizational progress. They partnered with Box of Crayons to embed a coaching culture across the organization. Over 65,000 employees—from executives to frontline teams—were trained through a combination of large webinars, virtual instructor-led sessions, and intimate forums for senior leaders. The results were transformative: 97% of participants reported improved focus and effectiveness, and smarter collaboration saved the organization over \$92,000.

Global Leader in Aluminum Production

**13,000+ Global Employees
\$11B+ Annual Revenue**

The client's HR leadership team recognized a strong tendency within their culture to default to problem-solving and advice-giving, often at the expense of deeper reflection. Through in person training at an offsite, they learned to role model Coach-Like Curiosity—using thoughtful questions and intentional silence to help their business partners and one another to think critically and solve problems more effectively. The experience also gave leadership a rare and valuable opportunity to think and skill-build as a unified team.

Global Research & Consulting Firm

**20,000+ Employees
\$6B Annual Revenue**

As client expectations evolved, the firm's 700 Executive Partners (EPs) had to move beyond quick solutions to uncover deeper challenges and deliver greater strategic value. Box of Crayons' Train-the-Trainer program equips in-house trainers to tailor learning experiences by blending BoC's expertise with employee-specific contexts. Paired with on demand learning, this approach ensures ongoing development and accessibility for all EPs. Together, these resources are empowering EPs to ask better questions, spark curiosity, and create more impactful client interactions



Multinational IT Company

60,000 Global Employees | 75B+ Annual Revenue

The client's 5,500 people managers often default to advice-giving and "firefighting," limiting their ability to empower and develop their teams. To address this, they licensed a package of Box of Crayons' assets to create a tailored learning experience aligned with their needs and enterprise-wide initiatives. This scalable solution equips managers with practical, "next day ready" tools and builds key skills like active listening and thoughtful questioning. By shifting to coach-like leadership, they are building a culture of reflection and growth, driving meaningful organizational impact.



What participants said

"Absolutely loved the course and how simple the application is to use in 20 minutes to get real impactful results."

"I still remember The Coaching Habit training when I did it 5 years ago—it was the most impactful training I've ever attended and has truly changed the way I lead."

"This course is good for people leaders AND non-people leaders. Basically everyone. It's a great framework for having meaningful conversations that can help get to the root issues and build trust."

What buyers said

"We now have a thousand employees who understand the power of slowing down the rush to advice, and staying curious long enough to reflect on root challenges."

— Global Coaching Lead

"The Coaching Habit has given us an easy and effective way to introduce a curiosity mindset company-wide."

— Manager of Talent Development

"I have had so many leaders share their success stories and wins from experimenting with The Coaching Habit tools. In a short amount of time practising, they noticed an increased ability to listen, stay curious and empower their staff to problem-solve. The value of our investment exceeded our expectations. "

— Learning and OD Principal

Let's connect

To find out more about how our learning experiences can transform your teams, contact our Sales team.



hello@boxofcrayons.com



boxofcrayons.com