

What Makes the Coaching Habit Learning Journey Work

See how Box of Crayons' ASK Model drives behaviour change that sticks



Awareness

Builds context, relevance, and anticipation

Core Touchpoints

- Habit Quiz
- Welcome video
- Pre-assessment
- Goal-setting

Advice Monster

We all have one. They pop up unexpectedly.



Skill-Building

Teaches practical skills and supports real use

Core Touchpoints

- 3 Coach-Like Moments
- Managing with Coach-Like Curiosity
- New Habit Formula
- Seven Essential Questions



Keeping It Up

Sustains learning and encourages practice

Core Touchpoints

- Question Combos
- Ask Questions Well
- Post-Assessment
- Clear Up Foggy-fiers
- Update your New Habit Formula



The Coaching Habit Learning Journeys take what leaders already love—practical tools, clear language, and repeatable habits—and turn them into a structure that creates change.

Short, focused bursts of learning spaced out over time give people the chance to reflect, apply, and try again. Each piece of the journey builds toward real behaviour change—not just in theory, but in the conversations, feedback, and decisions happening every day.

This isn't a repackage. It's a new design. And at its core is the **ASK Model**.

From Good Content to Lasting Capability

Introducing the ASK Model

Real change doesn't come from a single session or a compelling insight. It takes structure. The ASK Model—**Awareness**, **Skill-Building**, and **Keeping it Up**—is Box of Crayons' proprietary learning journey design framework. It brings together learning science and change management best practices to help people not only learn, but also apply what they've learned in a way that lasts.



A – Awareness

What it does: Builds context, relevance, and anticipation

The journey begins by helping learners understand what's in it for them and why it matters. Through early touchpoints like kickoff videos, assessments, or welcome prompts, learners surface their own goals and habits. This sets the stage for personal connection, buy-in, and focused attention.

At this stage, learners are able to:

- Identify their current communication habits
 - Recognize their Advice Monster Habit and its impact
 - Understand what the journey is and what it's designed to help them shift
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S – Skill Building

What it does: Teaches practical skills and supports real use

This is where learners get practical tools and try them out in the real world. Instead of content-heavy modules, they get short, spaced learning experiences that fit into their day and support real-time use. Digital modules, peer conversations, and optional facilitated practice sessions create space to experiment and build fluency.

At this stage, learners are able to:

- Use the Seven Essential Questions in live conversations
 - Identify when to use each question effectively
 - Catch and redirect their Advice Monster in the moment
 - Understand New Habit Formula and what it takes to build a new one
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K – Keeping It Up

What it does: Sustains learning and encourages practice

The final phase reinforces learning and helps people stay consistent as their context shifts. Learners receive nudges, troubleshooting tips, and bite-sized tools that support ongoing habit formation. This phase helps them maintain momentum and build the confidence to keep showing up differently over time.

At this stage, learners are able to:

- Adjust and refine their New Habit Formula for long-term use
 - Apply the Seven Essential Questions to roadblocks in coaching conversations
 - Continue using Coach-Like Curiosity in high-pressure, everyday interactions
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Built for Impact, Designed for Measurement

Because Learning Journeys unfold over time, they allow for more meaningful measurement. Pre-assessments, mid-journey reflections, and post-assessments help track changes in beliefs, confidence, and capability. These data points also serve as built-in moments of self-reflection—an evidence-based driver of retention and growth.

This means your learning team gets more than feedback scores. You get insight into what's shifting, what's sticking, and how learners are applying the behaviours on the job.



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