



YOUENGAGE

THE ASK FRAMEWORK

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EVERY ONE WANTS SUCCESS

- ▶ WHERE ARE YOU IN 2026
- ▶ WHERE DO YOU WANT TO GO IN 2026
- ▶ WHAT ARE YOU DOING
- ▶ WITH WHO

DEFINITIONS OF SUCCESS

- ▶ **Oxford English Dictionary**
- ▶ **Success** is “*the accomplishment of an aim or purpose.*”
- ▶ This definition helps us understand success in simple terms. It is about setting a clear goal and achieving it. However, it does not explain *how* we consistently achieve our goals — this is where attitude becomes critical.

DEFINITIONS OF SUCCESS cont..

- ▶ **Biblical Perspective (Joshua 1:8)**
- ▶ **Success** comes from living in obedience to God's principles, which leads to prosperity and good success.
- ▶ Biblical success is rooted in character and obedience. It teaches us that right thinking and right living produce lasting success. This again points to the power of **Attitude** over skills and knowledge.

DEFINITIONS OF SUCCESS cont...

- ▶ **Earl Nightingale (Leadership & Personal Development)**
- ▶ **“Success is the progressive realization of a worthy ideal.”**
- ▶ This definition emphasizes the journey, not just the destination. Success is daily progress toward something meaningful. This aligns strongly with **Attitude**, because consistency, discipline, and mindset determine long-term progress.



Success comes after dreams have
been pursued intentionally

**From dream land
to reality.**

ASK FRAMEWORK

The ASK Framework

- ▶ As Youengage, we know that everyone wants to be successful but not everyone is willing to walk the road of sacrifice to success.
- ▶ Some think it just happens, some think its by luck whilst some think, there are people born to be successful and others not.
- ▶ The truth is simple, success is for everyone who dreams, plans, execute, adjust, focus, re-focus, steadfastly until the goal has been achieved.
- ▶ It's not for quitters but those disciplined to do what they need to do.
- ▶ **BE INTENTIONAL**
- ▶ **DETERMINATION IS THE FIRST CHAPTER IN THE BOOK OF SUCCESS.**

ASK ABBREVIATION

- ▶ A - ATTITUDE. (90%)
- ▶ S - SKILL (5%)
- ▶ K- KNOWLEDGE. (5%)

ATTITUDE

► **Why Attitude Matters Most**

- **Attitude (90%)** – Determines discipline, values, consistency, and resilience
 - **Skill (5%)** – Helps us perform tasks effectively
 - **Knowledge (5%)** – Provides information and understanding
- While skills and knowledge are important, they only work when attitude is right. A poor attitude can cancel great skill and knowledge, but a strong attitude can develop both over time.
- *True success begins and ends with the right ATTITUDE.*

ATTITUDE cont....

- ▶ **Slide 5: ATTITUDE (90%) – Mindset for Students, Entrepreneurs & Business Owners**
- ▶ **Key Input:** Attitude shapes how students learn, how entrepreneurs take risks, and how business owners respond to challenges. It determines resilience, discipline, and growth.
- ▶ **Lessons for a Mixed Audience:** - **Atomic Habits** – Small daily actions compound into academic excellence or business growth. - **7 Habits of Highly Effective People** – *Be Proactive*: take responsibility for results, whether grades, sales, or growth. - **First Amongst Equals** – Leadership is influence through service, humility, and collaboration. - **The Richest Man in Babylon** – Wealth begins with disciplined thinking before profit. - **Time Management** – How you treat time reveals how seriously you take your future.
- ▶ Whether you are a fresher, entrepreneur, or business owner, success begins in the mind. A weak attitude limits potential, while a strong one multiplies opportunity.

SKILL

- ▶ **SKILL (5%) – Execution Skills for Study & Business**
- ▶ **Key Input:** Skills turn ideas into results. They are built through practice, feedback, and repetition.
- ▶ **Core Skills for This Audience:** - **Atomic Habits** – Creating systems for studying, selling, or service delivery. - **7 Habits** – *Put First Things First*: prioritizing high-impact activities. - **First Amongst Equals** – Communication, negotiation, and teamwork. - **The Richest Man in Babylon** – Budgeting, reinvestment, and financial discipline. - **Time Management** – Planning, delegation, and execution.
- ▶ Skills increase efficiency, but they only grow when attitude supports learning and improvement.

KNOWLEDGE

- ▶ **KNOWLEDGE (5%) – Learning for Growth and Opportunity**
- ▶ **Key Input:** Knowledge provides understanding, insight, and direction, but it must be applied to create value.
- ▶ **Lessons for This Audience:** - **Atomic Habits** – Knowledge without action produces no results. - **7 Habits** – Principles last longer than techniques. - **First Amongst Equals** – Understanding people, markets, and context improves leadership. - **The Richest Man in Babylon** – Learning financial principles protects wealth. - **Time Management** – Knowing priorities prevents burnout.
- ▶ Many people know what to do but fail to act. Knowledge only works when driven by the right attitude and sharpened by skill.

The ASK Framework – Integrated Lesson

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- **Attitude** determines direction and consistency
- **Skill** determines quality of execution
- **Knowledge** determines clarity and understanding
- ▶ 👉 *Attitude builds habits. Habits sharpen skills. Skills apply knowledge. Together, they produce lasting success.*

30 DAY ASK CHALLENGE

▶ **Your Personal Challenge**

- ▶ For the next **30 days**, intentionally work on all three areas of the ASK Framework.

▶ **ATTITUDE Challenge (Daily)**

- Show up on time for class, work, or business
- Eliminate excuses; take full responsibility
- Replace complaints with solutions
- ▶ 👉 *Ask yourself daily: What kind of person am I becoming?*

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KNOWLEDGE CHALLENGE

- Read or learn something new **at least 30 MINUTES**
- Apply **one idea immediately**
- ▶ 👉 *Knowledge unused is opportunity wasted.*

SKILL CHALLENGE

- Improve **one skill** that matters most right now:
 - Students: study techniques, presentation skills
 - Entrepreneurs: selling, customer service
 - Business owners: leadership, delegation
- ▶ 📌 *Practice deliberately, not casually.*

FINAL COMMITMENT

- ▶ **Final Commitment Question**
- ▶ **If your results don't change in 30 days, what must you change?**
- ▶ 👉 *Change your ATTITUDE first.*

THE END