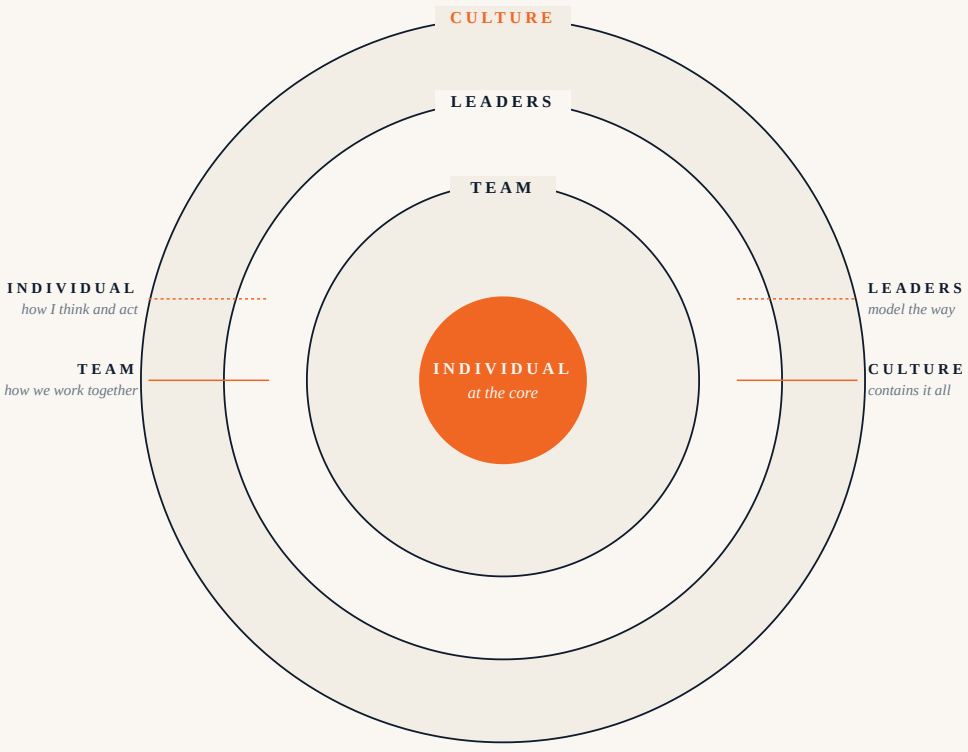
We turn learning into *behavior change.*

Helping leaders and teams move from knowing to doing.

THE FOCUSU BEHAVIOR STACK



culture is the container. leaders shape teams. teams shape individuals. behavior nests inward.

A 60-SECOND INTRODUCTION

L&D partners to organisations who want learning to *actually change how people work.*

FocusU helps leaders and teams turn knowing into doing. Since 2010, we have partnered with organisations across South Asia, the Middle East, and beyond — designing experiences and systems that make the right behaviors visible, practical, and repeatable.

15+	40k+	800+	9.2/10
Years designing behavior change	Learners touched in 2025	Client partnerships	Average CSAT

What makes us different

01 **We design for transfer, not just delivery.**
Most workshops create energy and intent. We build the system that turns intent into everyday behavior.

02 **We work the brief before we work the design.**
From client brief, to behavior, to barriers, to architecture — never straight from request to workshop.

03 **We back our work with a Happy or Free promise.**
If a program doesn't land, you don't pay. We've meant it for fifteen years.

RECOGNITION

Selected for Stanford Seed, South Asia 2025

Among a select cohort chosen by Stanford GSB for our potential to transform lives and positively impact people and the planet.

Stanford | Seed
SOUTH ASIA COHORT · 2025

THE SHIFT WE'RE NAMING

Most learning is designed for awareness. *Work needs behavior.*

Workshops produce energy, insight and intent — but rarely change. Behavior change isn't a session outcome. It happens through a system that surrounds the session, before and after.

01
SESSION
High energy. Aha moments. Strong CSAT scores.

02
INTENT
Action plans drafted. Pledges made in the room.

03
REALITY
Inbox. Targets. Old habits. Friction. Forgetting.

04
RESULT
Little visible behavior change at the work itself.

70%

THE TRANSFER GAP

Around 70% of what people learn in workshops never makes it into how they work.

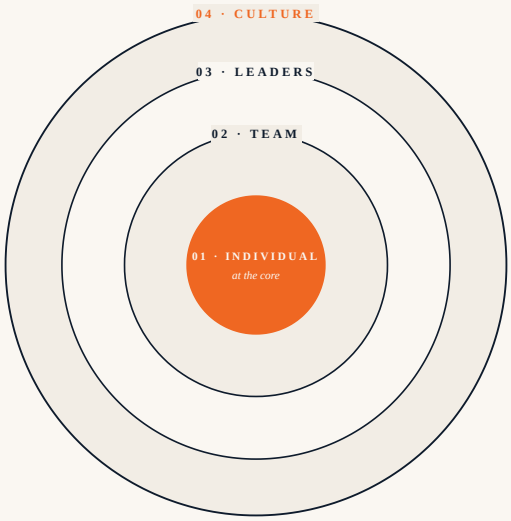
The problem isn't the learning. The problem is what happens — and doesn't happen — after.

FOCUSU REFRAMES THE BRIEF

Knowledge × Transfer = *Behavior Change*

HOW WE THINK ABOUT IT

The Behavior Stack: *four layers that have to align for change to stick.*



01

INDIVIDUAL

how people think, communicate and act

Capabilities, mindsets, daily habits. **We design for transfer at the individual level** through practice-rich experiences and reinforcement after the session.

02

TEAM

how people work together

Trust, alignment, working agreements, conflict, decisions. **We strengthen team operating systems** — not just team-bonding moments.

03

LEADERS

how leaders model the way

What leaders pay attention to, reward, and tolerate. **We work with leaders as the leverage point** — because behavior change rarely outruns the example set above it.

04

CULTURE

rituals, structure, language & ways of working

The container. **We help install the rituals and language** that make new behaviors normal — not exceptional.

If these four don't align, change doesn't stick. *If they do, change compounds.*

HOW WE WORK

Behavior change doesn't happen by chance. *It needs design.*

01
DIAGNOSE

01 Clarify the business outcome

02 Define the critical behavior

03 Map barriers and context

02
DESIGN

04 Choose the intervention architecture

05 Build practice-rich experiences

03
TRANSFER

06 Install reinforcement and social mechanisms

07 Measure, review, and iterate

THE KEY DISCIPLINE

Not to jump from **brief** *to workshop. But to move from* **brief** → **behavior** → **barriers** → **architecture**.

ENGAGEMENTS THAT FIT

From single workshops to year-long journeys — we tailor the depth to the brief.

GLOBAL FRAMEWORKS, WHEN THEY FIT

We're certified partners for some of the most respected behavior-change frameworks in L&D. *Where they fit the brief, we bring them in. Where they don't, we design custom.*

The Leadership Challenge® A Wiley Brand

AUTHORIZED PARTNER The Five Behaviors® A Wiley Brand

EVERYTHING DiSC® A Wiley Brand

LEGO® SERIOUSPLAY®

BEHAVIOR CHANGE AT SCALE

Designed for scale. *Backed by results.*

40k+ **Learners touched in 2025 alone.** *Across boundaries, business units, and behaviors that actually moved at work.*

Accelerating *time-to-productive behavior* at scale

11,000+ NEW HIRES

How a **Big 4** *firm enabled new hires to integrate faster and contribute sooner.*

READ CASE →

Turning culture *from intent into everyday behavior*

5,000+ EMPLOYEES ALIGNED

How a fast-growing **life sciences** *company aligned employees around shared ways of working.*

READ CASE →

Building *collaborative behaviors* across boundaries

3,000+ ACROSS GEOGRAPHIES

How **Avery Dennison** *strengthened cross-cultural collaboration across its global base.*

READ CASE →

Making *inclusive behaviors visible* at scale

GLOBAL TECH LEADER

How a **global technology leader** *moved beyond awareness to embed everyday inclusive actions.*

READ CASE →

Building *interview-ready behaviors* at scale

BENCH TALENT · CGI

How **CGI** *enabled on-the-bench talent to consistently demonstrate interview-ready behaviors.*

READ CASE →

Turning wellbeing *into everyday habits* at scale

WELLBEING · PAYPAL

How **PayPal** *enabled employees to build consistent fitness behaviors through small, repeatable actions.*

READ CASE →

BRANDON HALL HCM EXCELLENCE AWARDS

Recognised across Learning & Development and Talent Acquisition over the last two years.

GOLD	SILVER	BRONZE	SILVER	BRONZE
2025	2025	2025	2024	2024
Learning & Development	*Learning & Development*	*Learning & Development*	*Learning & Development*	*Talent Acquisition*

IN THEIR WORDS

What it's like to *partner with us.*

"

Working with FocusU allows us to leave our worries to you and your team — with the confidence that you will make it happen. Each time we have partnered with you, it has been a brilliant experience. It's wonderful to have a learning partner that gets your vision and helps translate it brilliantly.

Namrata Singh
Learning Experience & Engagement Lead, HSBC

"

The intervention included conducting a diagnostic and designing the workshop to suit the need of the target audience — which the FocusU team did impeccably. Their ability to design the content and inclusion of relevant activities ensured the experiential way of driving the learning.

Shikha Verma
Sr. Manager, Corporate OD & L&D, Yamaha Motor India

"

FocusU provides a leadership training experience that truly blends fun with impactful learning. The sessions were not only engaging but also deeply insightful, leaving everyone feeling inspired and empowered. I can confidently say that FocusU played a key role in helping us unlock our leadership potential.

Neha Elizabeth Kuriachan
HR Programs, CareStack

"

I have never received such overwhelmingly positive feedback from each and every participant before — for any other program. Even the typical critics came proactively to thank me for organizing such training. Their use of simple activities to relate with key learning points makes learning more effective.

Taslima Hasnat Jaigirder
HR Business Partner, Unilever Bangladesh

TRUSTED BY TEAMS ACROSS SECTORS

Auto & Ancillaries · Chemicals · Consulting · Pharmaceuticals · FMCG · Fashion & Apparel · Energy · BFSI · GCC · Healthcare · IT & ITES · Manufacturing · Ecommerce · Government, Education & Non-profit · Consumer Goods, Retail & Trading · Media & Publishing

WORKING WITH US

A partnership, *backed by a promise.*

Since 2010, FocusU has been turning learning into behavior change. *Grounded in behavioral science and built on deep contextual understanding*, our work goes beyond the workshop — running 1,000+ programs a year that touch over 40,000 lives across India, UAE & Mauritius. We hope to inspire each person we touch to ***#BeMore***.

Happy or Free.

OUR PROMISE

If a program doesn't land, you don't pay.

We've meant it for 15 years. And it's unconditional.

What we help you build *across the stack.*

01 **BETTER LEADERS**
Develop leaders who unleash sustained performance.

02 **BETTER TEAMS**
Build teams that unlock collective performance.

03 **BETTER CULTURE**
Shape cultures that reinforce the behaviors that drive performance.

04 **BETTER WAYS OF WORKING**
Enable ways of working that turn intent into consistent execution.

Tell us the brief.
Let's design the change.

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