

FocusU India

We turn learning into *behavior change.*

Designing for behavior change since 2010.

WHO WE ARE

L&D partners to organisations *who want learning to stick.*



FocusU helps leaders and teams turn knowing into doing. Since 2010 we have partnered with organisations across South Asia, the Middle East and beyond. **We believe one size never fits all.** For each engagement we take time to understand the need deeply, and we ask a lot of questions.

1,150+	425k	70%	9.2/10
Client organisations since 2010	Learners reached to date	Of our clients come back	Average CSAT

THE SHIFT WE'RE NAMING

THE TRANSFER GAP

Knowing is not doing.

A significant proportion of learning from standalone workshops does not translate into sustained workplace behaviour unless there is deliberate reinforcement and application.

FOCUSU REFRAMES THE BRIEF

Knowledge × Transfer = *Behavior Change*

01 · UNDERSTAND

Understand what needs to change. We work with the business owner of the outcome and a sample of participants.

02 · DESIGN

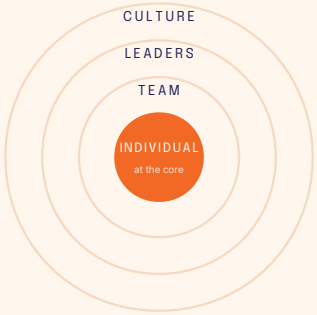
Design what will make it stick. Participants practice, get feedback, and debrief against their own work.

03 · MAKE IT VISIBLE

Make the change visible. Reinforcement, manager alignment and a measurement point.

ACROSS THE BEHAVIOR STACK

Four layers that have to align *for change to stick.*



Culture is the container. Leaders shape teams. Teams shape individuals. Behavior nests inward. If these four don't align, change doesn't stick. If they do, change compounds.

From single workshops to year-long journeys for 11,000 people. We tailor the depth to the brief.



LEADERS

Better leaders

Develop leaders who unleash sustained performance. Leadership journeys, emerging and new-manager programs, executive coaching, leadership offsites and strategy facilitation.



TEAMS

Better teams

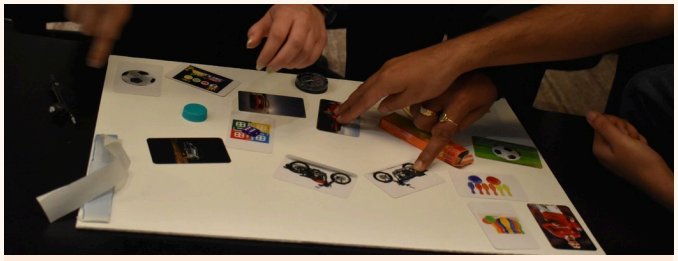
Build teams that unlock collective performance. Team effectiveness, trust and collaboration, cross-functional alignment, LEGO® SERIOUS PLAY®, experiential engagement and offsites.



CULTURE

Better culture

Shape cultures that reinforce the behaviors that drive performance. Values cascade, gamified onboarding and induction at scale, inclusion and unconscious bias, wellbeing, ways-of-working rituals.



CAPABILITY

Better ways of working

Enable ways of working that turn intent into consistent execution. Manager capability, communication and influence, critical and strategic thinking, execution, customer centricity.

THE FOCUSU WAY

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.

HOW WE DELIVER

FORMATS	In-person, virtual and blended. Instructor-led workshops, multi-module journeys, masterclasses, gamified digital programs, self-paced modules, coaching and process facilitation.
SCALE	From a leadership team of eight to onboarding cohorts of 11,000+. Large rollouts run in parallel batches across cities with a single program-management line.
OWNERSHIP	We own the intervention end to end: content, delivery, participant communication and program management. One point of contact throughout.
GLOBAL FRAMEWORKS	Certified in The Leadership Challenge, The Five Behaviors, Everything DiSC, LEGO® SERIOUS PLAY® and MBTI. Where a framework fits the brief we bring it in. Where it does not, we design custom.
REACH	Delivered across India, Mauritius, Bangladesh and Sri Lanka.

TRUSTED BY TEAMS ACROSS SECTORS

1,150+ organisations, *across every major sector.*



425,000 learners reached since 2010, and 70% of our clients come back.

SECTORS WE SERVE

BFSI · IT & ITES · GCCs · Consulting & Professional Services · Pharmaceuticals & Healthcare · FMCG · Consumer Goods, Retail & Trading · Auto & Ancillaries · Chemicals · Manufacturing · Energy & Utilities · Ecommerce · Logistics · Government, Education & Non-profit

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.

HSBC

Onboarding *at scale, virtually*

GAMIFIED ONBOARDING

HSBC built a virtual, gamified onboarding experience that new joiners actually complete.

AVERY DENNISON

Building *collaborative behaviors*

3,000+ ACROSS GEOGRAPHIES

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

CGI

Building *interview-ready behaviors*

BENCH TALENT

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

PayPal

Turning wellbeing *into everyday habits*

WELLBEING

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

A Big 4 firm

Accelerating *time-to-productive behavior*

11,000+ NEW HIRES

New hires integrated faster and contributed sooner across a year-long onboarding journey.

A global technology leader

Making *inclusive behaviors visible*

GAMIFIED DEI

Moved beyond awareness to embed everyday inclusive actions across the organisation.

BRANDON HALL HCM EXCELLENCE AWARDS

Brandon Hall Group HCM Excellence Award — LEARNING AND DEVELOPMENT — GOLD 2025

Brandon Hall Group HCM Excellence Award — LEARNING AND DEVELOPMENT — SILVER 2025

Brandon Hall Group HCM Excellence Award — LEARNING AND DEVELOPMENT — BRONZE 2025

Gold, Silver and Bronze in Learning & Development, 2025. Silver and Bronze, 2024. Recognised in each of the last two years.

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. It is wonderful to have a learning partner that gets your vision and helps translate it brilliantly.

Namrata Singh
Learning Experience & Engagement Lead, HSBC

"

It is not about the content or activities. Those can be replicated by others. It is what the FocusU team does with them which makes the experience so special.

Tanmaya Vats
VP & Head, PepsiCo GVIC

"

The intervention included conducting a diagnostic and designing the workshop to suit the need of the target audience, which the FocusU team did impeccably.

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

"

I know I can never go wrong with FocusU when I wish to conduct an impactful session that leaves my team members energized and inspired.

Akanksha Takyar
Associate Manager HR, Avery Dennison India

"

Each activity that they conducted was done really, really well. A ten star rating is not enough to summarize the value that they added to the participants who attended.

Antony Titus
Head, Customer Service Development, DHL Express

"

We have been thrilled to work with FocusU over the past three consecutive years in a row.

Anoop Prakash
Managing Director, Harley-Davidson

WORKING WITH US

A partnership, *backed by a promise.*

Have a challenge you're trying to solve? We'd be glad to help you think it through, from identifying the right behaviors to designing what will make the change stick. **We like it when you get in touch.**

Happy or Free.

Our promise

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

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

CREDENTIALS

Stanford | Seed

South Asia cohort, 2025. Selected by Stanford GSB for our potential to positively impact people and the planet.

ISO 27001

Information security certified. Policies and documentation ready for vendor empanelment.

Brandon Hall Group HCM Excellence Award LEARNING AND DEVELOPMENT GOLD 2025

Brandon Hall HCM Excellence Awards. Gold, Silver and Bronze in Learning & Development, 2025. Silver and Bronze, 2024.

FocusU India

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Bangalore · Hyderabad

Say hello

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Also in

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SINCE 2010

1,150+ client organisations and 1,000+ programs a year that touch over 40,000 lives across India & Mauritius. **We hope to inspire each person we touch to #BeMore.**