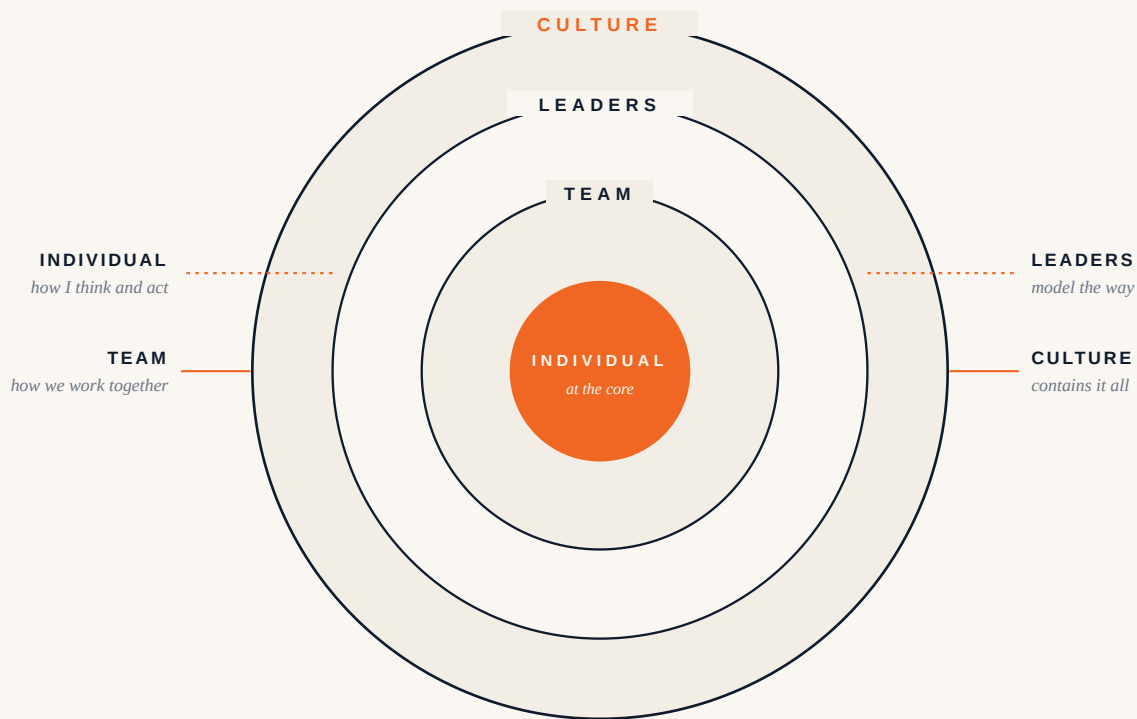


We turn learning into *behavior change.*

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+

Years designing behavior change

40k+

Learners touched in 2025

800+

Client partnerships

9.2/10

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

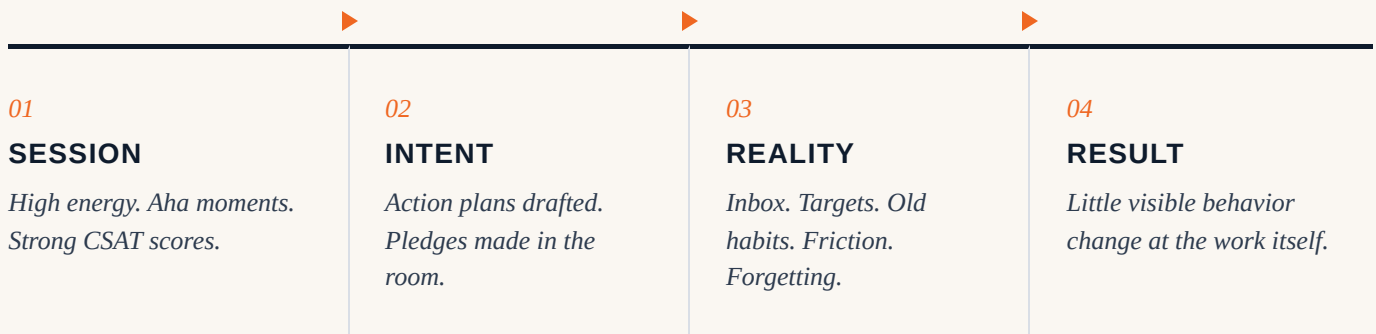
Among a select cohort chosen by Stanford GSB for our potential to transform lives and positively impact people and the planet.

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.



THE TRANSFER GAP

70%

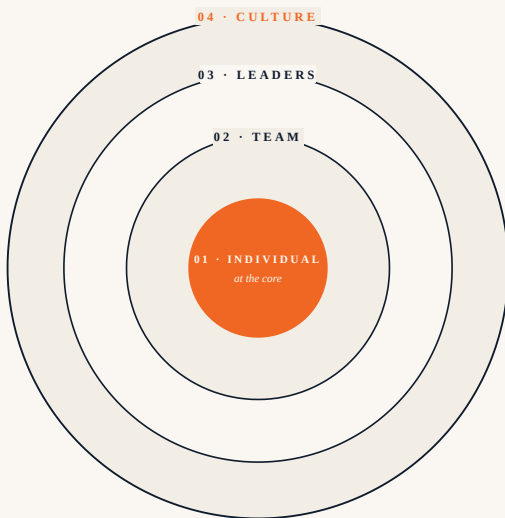
Around 70% of what people learn in workshops never makes it into how they work.

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

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 — because the system itself starts pulling people in the same direction.*

— HOW WE WORK

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

<p>01 DIAGNOSE</p> <p>01 Clarify the business outcome</p> <hr/> <p>02 Define the critical behavior</p> <hr/> <p>03 Map barriers and context</p>	<p>02 DESIGN</p> <p>04 Choose the intervention architecture</p> <hr/> <p>05 Build practice-rich experiences</p>	<p>03 TRANSFER</p> <p>06 Install reinforcement and social mechanisms</p> <hr/> <p>07 Measure, review, and iterate</p>
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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.*



— 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 the 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
2025

Learning & Development



SILVER
2025

Learning & Development



BRONZE
2025

Learning & Development



SILVER
2024

Learning & Development



BRONZE
2024

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.

Taslina Hasnat Jaigirder

HR Business Partner, Unilever Bangladesh

TRUSTED BY TEAMS ACROSS SECTORS

Auto & Ancillaries · Chemicals · Consulting · Pharmaceuticals · FMCG · Fashion & Apparel · Energy · BFSI · 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 have meant it for fifteen years. It keeps us honest about the only thing that matters: whether the behavior actually changes.

What we help you build *across the stack.*

<p>01 BETTER LEADERS <i>Develop leaders who unleash sustained performance.</i></p>	<p>02 BETTER TEAMS <i>Build teams that unlock collective performance.</i></p>
<p>03 BETTER CULTURE <i>Shape cultures that reinforce the behaviors that drive performance.</i></p>	<p>04 BETTER WAYS OF WORKING <i>Enable ways of working that turn intent into consistent execution.</i></p>

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

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