



Brief logo

Program Director Lab

# Who we are

Losam Agency, marketing agency specialized in the creation and animation of communities.

Losam Agency created the [Program Director Lab](#) Focustribes, a freelance consulting firm. We will then create a Think Tank dedicated to Head of program management and transformation.

The [Program Director Lab](#), what is it :

- 5 meetings a year (1 dinner + 4 breakfasts meeting)
- 1 founding committee composed of 6/8 leaders which will define the themes of the different meetings

# Who is focustribes

FocusTribe is a **high selective community of freelance consultants**. Only the consultants that have been recommended by their clients and/or consultants can apply to be part of their tribe.

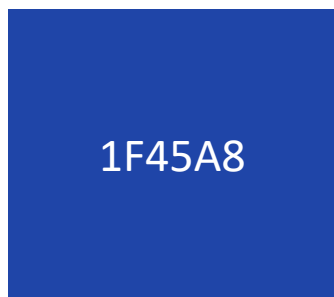
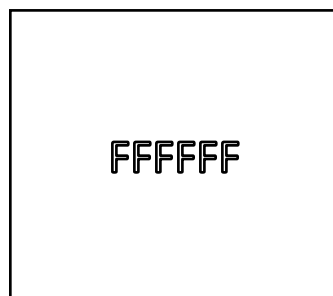
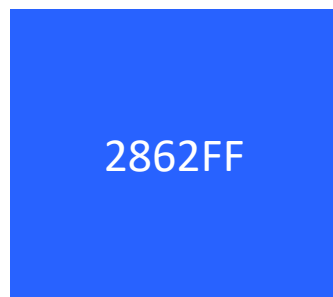
## **Management Consulting**

Focustribes consultants support business leaders on the following topics: cost optimization, opportunity studies and Business cases, organizational optimization and benchmarks, business process improvement

## **Project Management and ERP implementation**

Thanks to their IT and Functional double culture, our consultants are able to lead complex projects reconciling the business and IT prerogatives. They have been highly involved in the following problematics : ERP Selection support, End to End Project Management & PMO, Functional Design, Impact analysis & Change management, Training

# Focustribes - Brand Guidelines



**focustribes**

focustribes

**focustribes**



# Club Program Director Lab

## Target:

Head of program management and/or transformation

## Positioning:

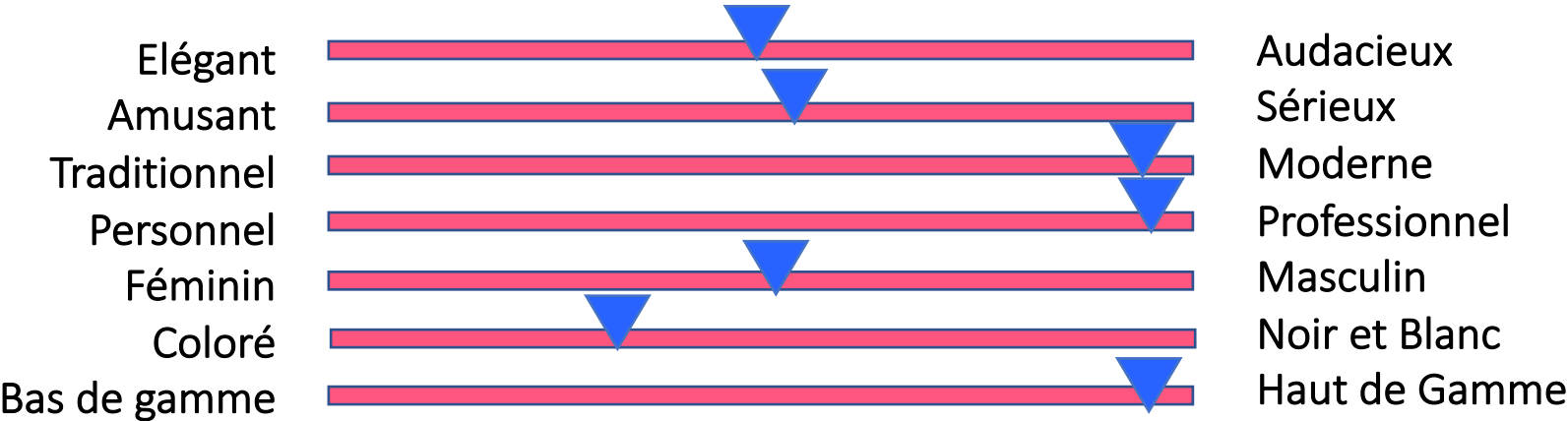
- High-end, we address a target of corporate decision makers
- Management of transformation projects - the theme of the Think Tank
- Professional, we address corporate companies exclusively

## Baseline:

« The first Think Tank dedicated to the performance of major strategic programs »

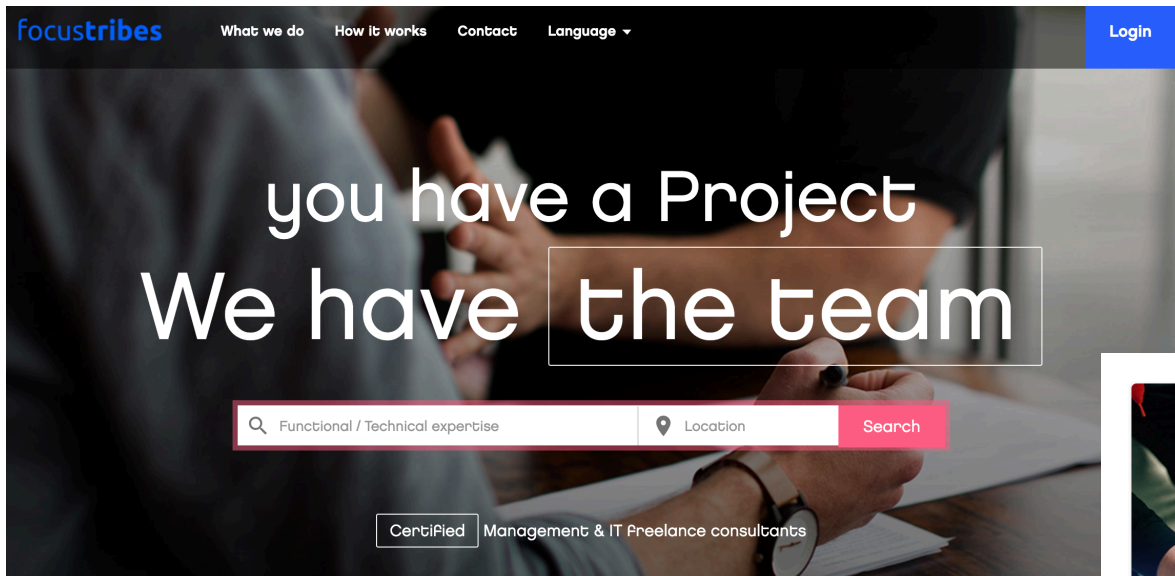
# Brief

What: Creating a logo  
Sector: Marketing  
Logo text: Program Director Lab

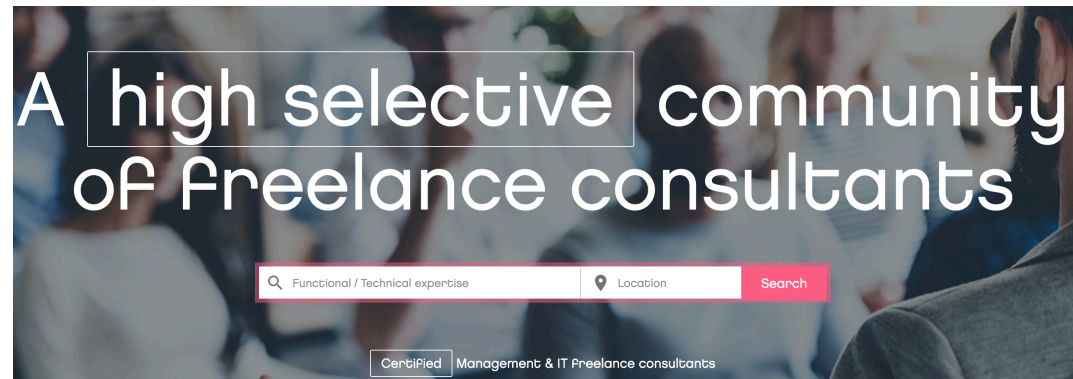


# DNA of focustribes

Keep the DNA of the client focustribes



The screenshot shows the top navigation bar of the focustribes website with links: What we do, How it works, Contact, Language, and a blue Login button. The hero section features a background image of people in a meeting. The text reads: "you have a Project We have the team". Below this is a search bar with "Functional / Technical expertise" and "Location" fields, and a "Search" button. At the bottom, it says "Certified Management & IT Freelance consultants".



This screenshot shows a similar hero section to the one above, but with a different background image of a group of people. The text reads: "A high selective community of freelance consultants". It also includes the same search bar and "Certified Management & IT Freelance consultants" text.

## Give project success a chance!

We all know that leading a project to success is not just a matter of methodology. It's mainly a matter of people.

Our tribes are made of first class Freelance management & IT consultants. All of them have been strictly selected and approved through a serious referral program.

[Our clients testify >>](#)

You need a consultant/expert

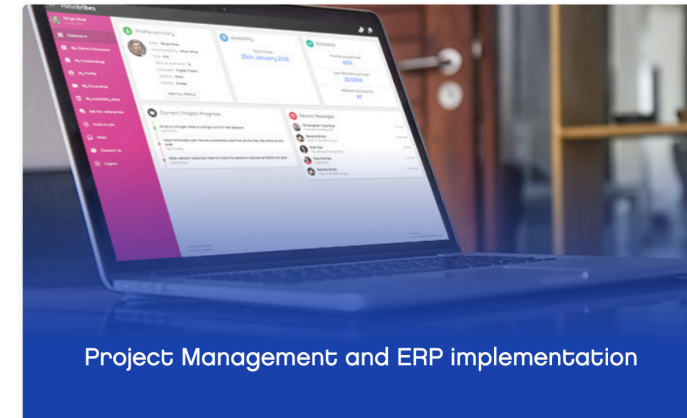
- 1 Identify a consultant**  
Search according to expertise or/and geography through the FT engine
- 2 Request an interview**  
You make your first selection of champions and request for an interview
- 3 We organize the interview for you**  
Our team contacts you to organize the schedules for the interviews. Also, Focustribes can suggest you other "offline" candidate profiles.
- 4 You validate the consultant(s)**  
Following the interview you validate the consultant(s) or we find other prospective consultant profiles that can suit your needs
- 5 The mission starts**  
We take care of the administrative issues and we monitor the proper progress of the project



Management consulting

- > Cost optimisation and business cases
- > Organizational optimization and benchmarks
- > Process improvement

[Learn more >](#)



Project Management and ERP implementation

- > ERP Selection support
- > Gestion de Projet et de programmes, PMO
- > Functional Design
- > Impact analysis & Change management
- > Training

[Learn more >](#)

# DNA of focustribes

What we do

## Management consulting

FocusTribe consultants have been supporting business leaders on the following topics:

- > Cost optimization
- > Opportunity studies and Business cases
- > Organizational optimization and benchmarks
- > Business process improvement

What we do

## Project Management and ERP implementation

Thanks to their IT and Functional double culture, our consultants are able to lead complex projects reconciling the business and IT prerogatives. They have been highly involved in the following problematics :

- > ERP Selection support
- > End to End Project Management & PMO
- > Functional Design
- > Impact analysis & Change management
- > Training

It's all about **people!**

## Consultants, Let's grow to do more together!

[learn more](#)

### You are a Freelance consultant

You have been recommended by a FT member and you want to apply to be part of our team?

[Join our tribe](#)

## Why our clients like working with us.

It's just all about people !



Only First class consultants can be part of the tribes



Taylor-made solutions only



With equal and even superior quality services, we offer competitive prices (up to 20% less than other important firms)



We take care of all the administrative aspects

[Contact us](#)