

SCARED SO WHAT LTD & C.I.C.

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PRESS RELEASE

SCARED SO WHAT LTD's Certified Instructor Program, earns the coveted global CPD certification.

London, UK, January 24, 2024 – SCARED SO WHAT Ltd., continues to advance their journey as leaders in the space of personal change management. Today, SSW announced they have become CPD members, and their ***SSW Certified Instructor Program*** has officially passed the rigorous review process earning the globally recognized ***CPD Certified Course*** status from the UK's division of Continued Professional Development (CPD) Certification Service.

The CEO & Managing Director of SCARED SO WHAT Ltd & C.I.C., Mr. Claudio Martinez shared “Having the backing and support of the CPD takes our certified instructor program to a whole new level. We are already pioneering in the space of organizational change to introduce the inclusive change model and apps, but by having the ability to also offer CPD accreditation to our members, make the entire program stronger and demonstrates validation.”

SCARED SO WHAT® is a pioneering bespoke personal change model designed to help individuals and organizations focus on the effects and management of personal change for themselves and others. “We’ve not been taught how to manage personal change for ourselves nor others,” said Dr. Van Ulbrich. “The model is the first that focuses directly on the individual’s ability to accept and or reject change. It is fluid and not linear nor prescriptive as in prior change models.

It has the power to support both individuals and organizations in making overall change successful. The model via the app helps to reduce stress, anxiety, fear, and worry, arising from personal change and facilitates critical thinking. The new apps we’ve developed in partnership with 2Viz, are the first

of their kind to help individuals and organizations learn how to manage personal inclusive change in the palm of their hands.”

Recently, SCARED SO WHAT Ltd., also earned the coveted status as an accredited center with the UK’s Institute of Training and Occupational Learning (ITOL). www.itol.org

SCARED SO WHAT Ltd & C.I.C. is a UK, London based global consultancy for personal change, change management, executive & leadership coaching in supporting individuals and organizations to foster inclusive change and transformation success. They feature the **SCARED SO WHAT APPs** and the **SSW Certified Instructor** program as well as the **SSW Transformational Leadership program**. Dr. Grant is an author of the new book **Transforming Sales Management, Lead Sales Teams Through Change**, as published by Kogan Page Ltd., and **Transformational Sales Leadership, Sales Leader Perspectives**, as a co-author and chapter contributor by Routledge. Dr. Van Ulbrich is also a keynote and a **TEDx Speaker** and certified transformation coach. For more information visit www.scaredsowhat.com

CONTINUED PROFESSIONAL DEVELOPMENT: The CPD Certification Service was established in 1996 and is the world’s leading and largest independent Continuing Professional Development accreditation organisation working across all industry sectors. Millions of professionals recognise our CPD Certified symbol as the qualitative benchmark that, not only reflects but also sets those standards. CPD is assessed and certified against the universally accepted and structured checklist which The CPD Certification Service has developed for over 25+ years. The process takes an impartial and objective overview of the structure and value of training materials to ensure full conformity to CPD guidelines. For more information visit <https://cpduk.co.uk/providers/scared-so-what>

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