

SCARED SO WHAT LTD & C.I.C.

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PRESS RELEASE

SCARED SO WHAT LTD & C.I.C. founded by Dr. Grant Van Ulbrich, earns the distinguished ITOL ACCREDITED CENTRE status.

London, UK October 9, 2023 – SCARED SO WHAT Ltd., and C.I.C., has advanced on a unique journey in the space of personal change management and has earned the distinguished ITOL Accredited Centre status from the UK’s Institute of Training and Occupational Learning.

The founder of SCARED SO WHAT Ltd & C.I.C. shared “Our purpose is simple: ***We empower people to learn how to manage personal change for themselves, and others.*** In this space, we are unique and aware that we can help to transform generational thinking.”

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. Formulated within a work-based sales master’s program in partnership with Consalia Sales Business School and Middlesex University in London, the then pracademic and student, Grant Van Ulbrich, tested the model on a global scale during one of the world’s most unique personal change moments – the global pandemic.

“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 app we’ve developed in partnership with 2Viz, is the first of its kind to help individuals learn how to

manage personal change in the palm of their hands. We are so very happy to receive ITOL's backing and support as an institute with the UK's highest standards behind them in validating and supporting our program."

Harry Bundred is the director of ITOL and said "It's an honour to research his work and award this accreditation to Dr. Grant and to SCARED SO WHAT Ltd, & C.I.C. The curriculum that sits behind the app, along with the **Certified Instructor** program for this innovative personal change model is incredibly unique and worthy to receive the highest accreditation we feature as an accredited centre. I personally believe this new model and training is desperately needed. To which I'm pleased that all the curriculum as instructed by the leaders is officially recognized and accredited."

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 APP** and the **SSW Certified Instructor** program and are authors of the new book **Transforming Sales Management, Lead Sales Teams Through Change**, as published by Kogan Page Ltd. Dr. Van Ulbrich is also a keynote and a **TEDx Speaker** and certified transformation coach. For more information visit www.scaredsowhat.com.

INSTITUTE OF TRAINING AND OCCUPATIONAL LEARNING (ITOL) is a UK, Professional Body for trainers, coaches, and Learning & Development Professionals. In the year 2000 the UK government granted 'Institute Status' and since that time have become recognized as the premier organization for everyone involved in the world of training and development. For more information visit www.itol.org

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