

SCARED SO WHAT LTD & C.I.C.

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PRESS RELEASE

SCARED SO WHAT LTD, an accredited ITOL Centre & CPD Certified, officially accredits LEMONEIGHT's very own Eleanor Erickson as the first in the cruise and hospitality consultancy to become a SSW Certified Instructor.

London, UK, February 06, 2024 – SCARED SO WHAT Ltd. announced today that the organization has officially accredited Eleanor Erickson, a trusted advisor and training facilitator of the LEMONEIGHT organization with the SSW Certified Instructor award designation.

The founder of **SCARED SO WHAT Ltd.** shared “**LEMONEIGHT** is a rising star in the training and consulting sector within the cruise and hospitality industry. Under the direction of Claudine Pohl, **LEMONEIGHT's** founder and CEO, it was a no brainer to partner with us. Everything they are teaching invokes personal change and self-development. It was a natural fit for Eleanor Erickson to come into the **SSW Certified Instructor** program so that she can transform personal development for **LEMONEIGHT's** global customers,” said Dr. Grant Van Ulbrich.

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. “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 not only individuals and organizations in making overall change successful; but also, has been proven to support a greater buyer experience and buyer satisfaction aligning sales motion with the customer experience effectively.

Claudine said “LEMONEIGHT is a global leader in cruise and tourism, and our programs are designed to provide training and education for the individuals who work in these industries. The SCARED SO WHAT model helps us empower this incredible workforce to navigate change and to thrive as cruise and tourism continue to grow.”

Eleanor Erickson, the newest SSW Certified Instructor shared “There are many ways I can use the SCARED SO WHAT personal change model in both my mentoring practice and in consultation with larger organizations. Recognizing how individuals feel about change should be a foundational practice, and I believe it is a crucial step in developing a sustainable workforce in all industries.”

LEMONEIGHT is a global cruise and hospitality sector training and consultancy organization headquartered in the USA, specializing in high impact training and facilitation. Their areas of instruction cover leadership, destination development, destination promotion, customer service excellence, tour product reviews among their specialized industry programs.

To find out more about **LEMONEIGHT** please visit their website:
www.lemoneight-consulting.com.

SCARED SO WHAT Ltd & C.I.C. is a UK, London based global consultancy pioneering the way for personal change within 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** whose TEDx talk has surpassed 1 million views. He is also a certified transformation coach. For more information on the model, the program and offering as well as the certified instructors, please 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

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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