



An overview of the **SCARED-SO WHAT™** change model.

SCARED-SO WHAT™ is a new change model that is designed to incorporate positive, neutral, or negative, change experiences that a person may find themselves involved within a certain situation. The change may be self-imposed or thrust upon them with or without notice.

The model is designed to help a person to stop and ask themselves “Where am I within this change process?” That is what the SCARED model is designed to help with.

The SO WHAT part of the model is the next stage to help the person involved in the change to formulate their own “So What” can they do about the change.

“Change is personal, and change is constant – how you navigate the change makes it bearable and achievable.”

Grant Van Ulbrich, creator of the **SCARED-SO WHAT™** change methodology.



Figure 1: SCARED model

Looking at the first part (in Figure 1), SCARED is a non-linear model that can resemble change in real life, at work or at home moments, where people identify with fear. Remember, while the fear of change is called **Metathesiophobia**, you do not have to take the model literally. You do not have to be “Scared” for the model to work. You’ll also notice that over time, people can express neutral, positive, or negative reactions in their behaviour as each element applies to them in the cycle.

Surprise can be positive or negative. People can be **Conflicted** or **Champion** the change. **Actions** will occur when people begin to ask questions or seek clarity of the change. People can become **Receptive** or flat out **Reject** the change being imposed upon them. Next, one might **Explore** options or a way forward before coming to a **Decision** point.

In the SCARED model, during a change process, the goal is to break out of the fear of change with a favourable decision point. If one cannot, then they may repress themselves back into the SCARED cycle until they can. If they remain inside this cycle it could be due to indecision or absence of information. SCARED identifies the behaviours and moods that one might experience during an at-work change management process.

An example of the SCARED model over time (in Figure 2), and energy is represented here. Note that the stages will move up and down depending on the persons experience. The process is not linear, and one may skip or bypass a portion of the cycle. The experience and results will be personal to the individual going through the change process.

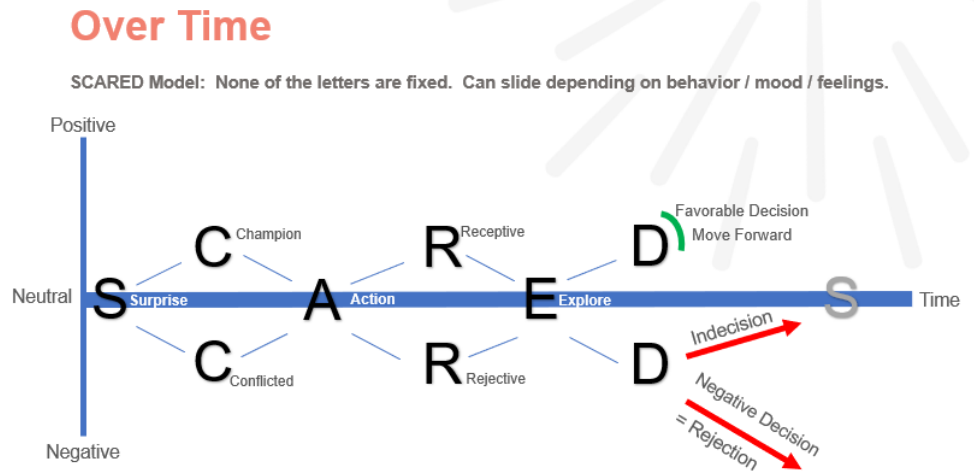


Figure 2: SCARED over time & energy

Figure 3: SO WHAT



In the SO WHAT model (as seen here in Figure 3), **Strategy** may be the first step to begin with. And to add to your strategy you may need **Options** or opportunities to enhance that change management strategy. Once you have your strategy and options, you quickly assess if this is the proper **Way forward** for you.

If not, then go back and rework your plan.

If yes, then you stop and do a sense check to see if you have **Hope** or know fully **How** you can move forward. Once you are sure of your plan then you need to take the **Actions** necessary to enable your plan. **Taking ownership** will ensure that your plan succeeds. This is

detailed further in the **SO WHAT** templates to help one complete their **SO WHAT** plan. The combined models for a simple personal change-management process comes together as **SCARED – SO WHAT™**.



The SO WHAT template below can help you as a guide to formulate your own SO WHAT. Use this to prompt your thinking in making your own plan.

STRATEGY:

- Identifying and clarifying the change
- Steps to include in the change
- Processes and People that need to be involved in the change – Who needs to be involved
- Needs / constraints / support mechanisms / budgets / tools
- Timelines

OPTIONS:

- Identifying other options and opportunities – Socialize the plan and gain support
- People and processes necessary to support the plan – fact check, and sense check the plan
- Workshops may be necessary (Small or Large) for Idea generation / collaboration
- Support needed / processes and people

WAY FORWARD:

- Identifying who will need to be in the Review / Approval process
- Identifying stakeholders – Blockers / Supporters
- Workshops or support needed

HOPE/HOW:

- Do I have the right plan in place?
- Do I have the teams buy in and support or are they still stuck in the SCARED model?
- Do I have the leadership support / approval of my Strategic plan and Way Forward?
- Note: I may need to revisit the Strategy, Options and recalculate my Way Forward.
- If I'm ok with the above, then I can move forward.

ACTIONS:

- What actions do you need to take?
- Who do you need to help take this plan forward now that it's approved and ready?
- Begin your plan to include:
 - Leadership support launch, Communication process, Implementation process
 - Key Performance Measures, Timelines

TAKE OWNERSHIP:

- Holding myself accountable
- Sharing and communicating your vision
- Checking and supporting the implementation leaders
- Reporting out progress and continued support of those involved
- Checking in with people involved to ensure they have what is necessary (Might be with yourself)
- Seeing your plan through and asking for help when necessary
- Celebrate success / and or Regroup if necessary to bring people back into supporting for success

For any questions, comments or feedback on the SCARED-SO WHAT™ methodology, please email Grant Van Ulbrich directly at Grant@scaredsowhat.com.