



The Power to Manage Personal Change

Managing Personal Change doesn't have to be difficult.
You just have to learn how.

Dr. Grant Van Ulbrich
Founder

Claudio Martinez
CEO & Managing Director

March 2024

Who we are?

Our purpous is to empower people to learn how to manage personal change for themselves... and others.

Offering a unique approach towards change managment, we focus on the individual first, within and outside of the organization to allow them to improve overall mental wellness, overcome anxiety, stress, and relieve un-neccesary worry through the ability to manage personal change.

We are Pracademics working through professional practice and academia.



Claudio Martinez

CEO &
Managing Director



Dr. Grant Van Ulbrich

Founder
Author, Coach



WE'RE ACCREDITED

We are an ITOL Accredited Centre: The UK's Institute of Training and Occupational Learning. We are a CPD global member, and we feature CPD Certified programs.

WHAT IS IT?

Ever wondered why organizational change and customer service has such a high failure rate? We know the answer from extensive academic and practical global research. The reason why, is the lack of inclusion of individuals and the absence of a true personal change model designed to support individual critical reflection on personal change.

We've not been taught how to manage personal change for ourselves. Today, we are filled with stress, anxiety, and worry, when change occurs. The go to response is assumption and doubt.

SCARED SO WHAT changes that.

Introducing the world's 1st bespoke model for learning how to manage personal change. Regardless if the change is small or large, positive or negative, this model focuses on your feelings about the change and then assists in creating the actions necessary to support the change outcome in the way they seek.

SCARED SO WHAT supports individual change management when used by itself. It enhances organizational change opportunity when used first. Once individuals are onboard, an organizational change model can be used to process the organizational change structure through. Now you're managing total change transformation, inclusive of the individual and the organization itself.

The same goes for customer service. Telling customers "I'm sorry, there's nothing I can do." is simply not true. Learning how a customer is experiencing personal change allows the representative to help guide them through the change and make service failures become service successes when we demonstrate empathy, sincerity, solutions, and care.

SCARED SO WHAT model and the book **Transforming Sales Management**, has been endorsed by global leaders at:





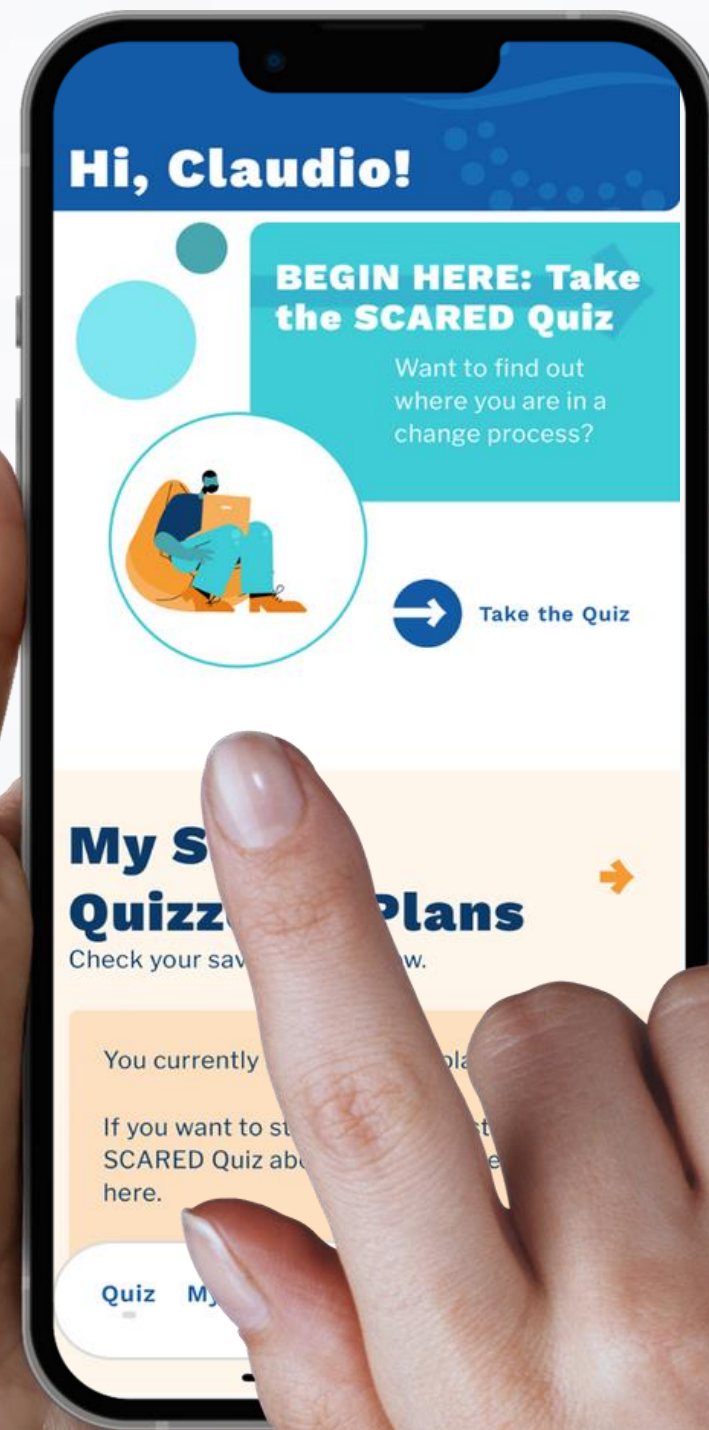
WHO CAN BENEFIT?

SCARED SO WHAT is the first bespoke model for managing personal change. Organizational models typically do not focus on the needs and feelings associated with the stress, anxiety, nervousness, and worry, that comes from a change situation that affects the individuals involved. For true change success both the organization and the individual must be included. The same for customer experience professionals. We haven't been taught how to embrace personal change for our customers. Therefore, our response of "I'm sorry, there's nothing I can do." only irritates them.

The model and program was born out of master's level research through the Consalia Sales Business School and Middlesex University program: the MSc Leading Sales Transformation.

Continuing onward, Grant Van Ulbrich obtained his Doctorate of Professional Studies in Sales Transformation through Middlesex University and founded SCARED SO WHAT LTD & C.I.C. He is also an ILM Certified Coach.

This model is for everyone to learn how to manage change by understanding their feelings, making an informed decision, and generating a plan of action to execute the change in the way they want. Customers, Patients, Doctors, Nurses, Transitioning Veterans, prisoner reform, employees, minorities and underrepresented people are just a few who can benefit from learning this new skillset. It has the power to transform generations.



THE MODEL

Step 1: Scared

The first step in managing personal change is to embrace & reflect on your feelings.

We haven't been taught how to manage personal change throughout our lives. Most stress, anxiety, nervousness comes from not knowing how to embrace the changes that affect us. By stopping and focusing on the outer bands, you start to reflect and generate information to help ascertain your feelings towards acceptance or rejection.

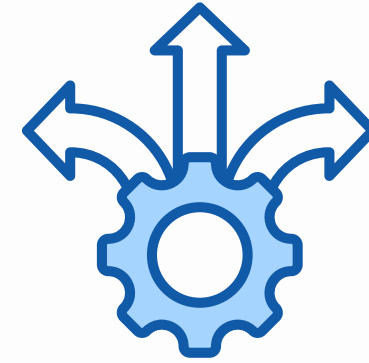
At the core are action & reflection points: Actions generate information to allow one to data inputs. Critical reflection allows one to analyze and begin to assess their feelings.

The goal is to break out with an informed decision on whether they accept or reject the change vs making assumptions. Either decision is ok, but what can they do about it is key.



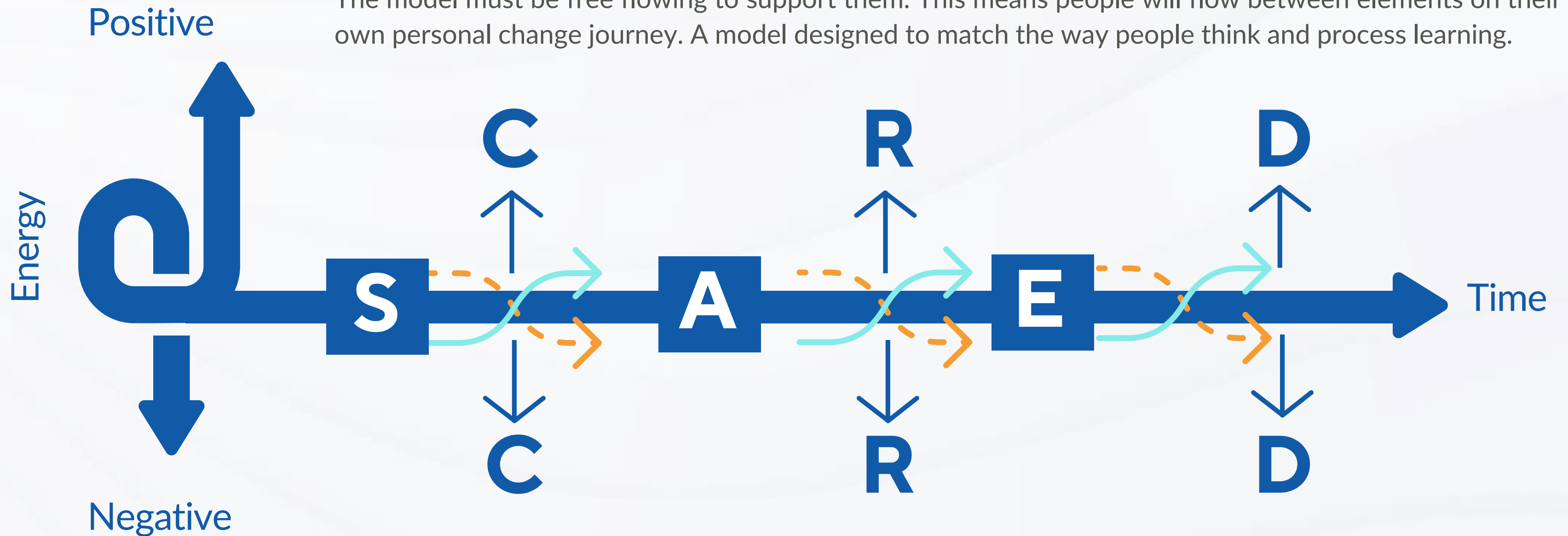
THE MODEL

FLEXIBLE



The model is not linear.
People do not learn or act in
a linear way!

People move back and forth between positive and negative energy, and their learning process is fluid. The model must be free flowing to support them. This means people will flow between elements on their own personal change journey. A model designed to match the way people think and process learning.



THE MODEL >

Step 2: So What

Once you've made a decision, you may ask "So What's next?"

This is where an individual can fall short when it comes to managing personal change. Just because they've made a decision to accept the change or reject it does not mean they are finished.

In order to execute the change in the way you want it to happen, you need to build your own critically reflective action plan and manage to that plan from creation to taking ownership and execution.

The outer bands guide the user in creating their own **SO WHAT** plan to answer the questions of "So What does this mean? or So What can I do about it? or So What's next?"

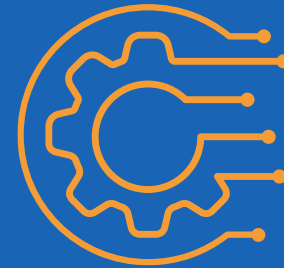


OUR SERVICES



Organizational change management & customer experience consulting

Facilitating organizational change management & customer experience education to include the individual's needs and concerns as they experience change. Improving employee mental health, wellness, engagement, and overall development & inclusive customer engagement.



Personal change management technology

App based technology to manage personal change at work or on the go within the palm of your hand. Digital access to quantitative and qualitative change management tools. Customizable for the organization's needs.



Education / Coaching / Key Note

Educating leaders and members on the importance of individuals and employee support within change management to achieve change success. Utilizing Scared So What methodology as a reflective personal coaching mechanism. TEDx Key Note speaker and workshop delivery.

THE SCARED SO WHAT APP



THE APP

ESSENTIALS

The power to manage personal change in the palm of your hand

In one app you can:

- Learn what is personal change
- Take a quiz to assess your feelings
- See expert guidance on your results
- Build your own action plan
- Save all your results to revisit later
- Access to resources and support
- Academic reference included
- Connect & follow community
- Customizable for organizational needs and use
- AMS system for insight into organizational change metrics

Take control over stress, anxiety and personal change!



Get the APP



COMPLIANCE & SECURITY >

GDPR, CCPA and HIPA compliant under the data Protection Act 1998.

- UK Based private cloud hosting with AWS
- Secure hashing functionality following NIST recommendations (SP800-57 1 5.6.2, SP 800-131A)
- Data transfer encryption via SSL with 2048-bit key length
- Source code reviewed and penetration-tested by 3rd party's including Accenture, Disney, Fresenius, Nestle and Swiss banks
- 2Viz Cyber Essentials Certified, (UK Government backed scheme)
- European Commission Horizon Awarded Software Technology Seal of Excellence 2020
- <https://2viz.io/privacy/>

2VIZ®



WHO IS THIS FOR? >

Initially

- Sales Professionals (English only)

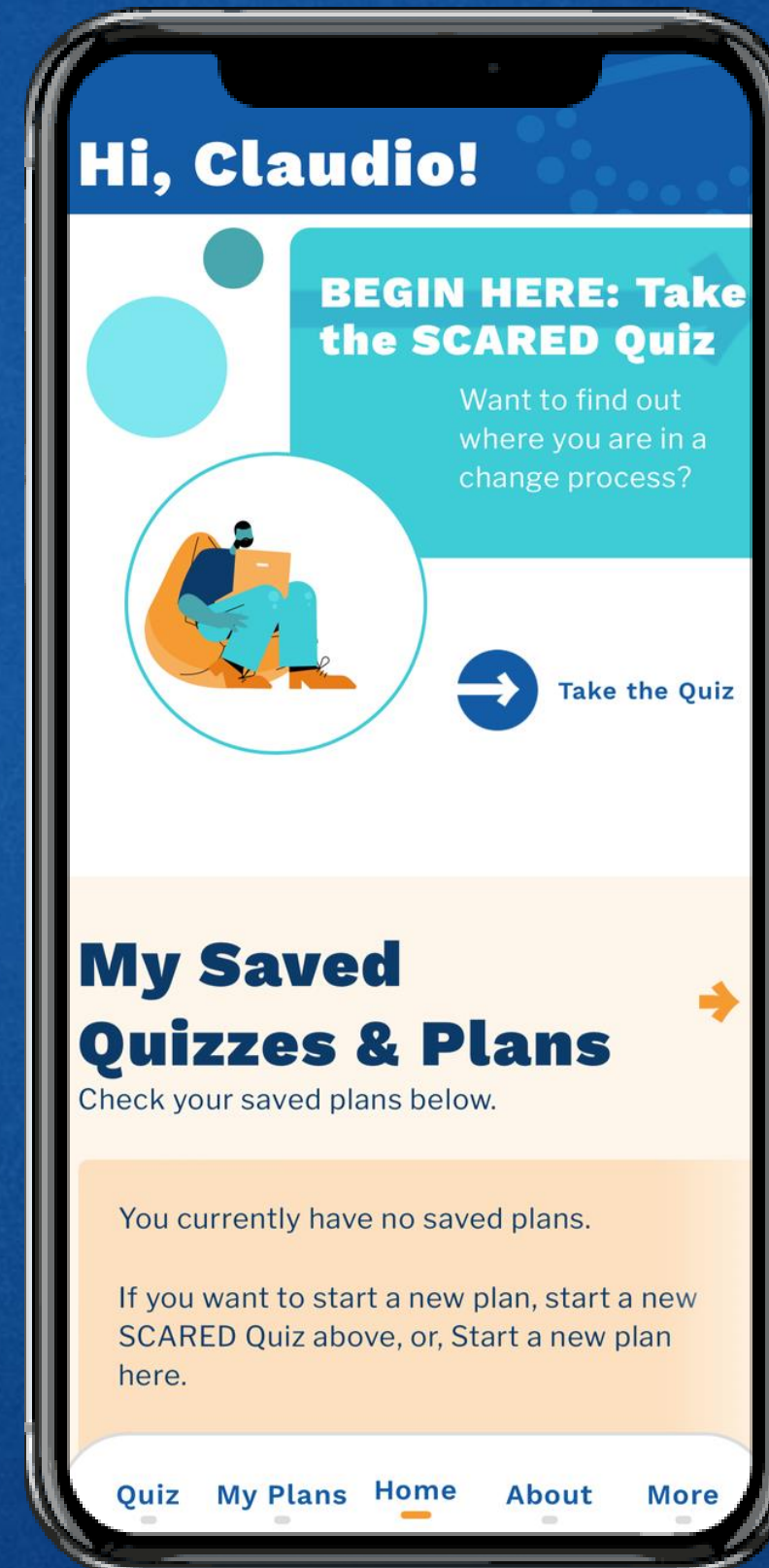
Expanded

- B2B & B2C Customers
- Customer Service/ Resolving/ Coaching
- Sales/Hospitality/Individuals

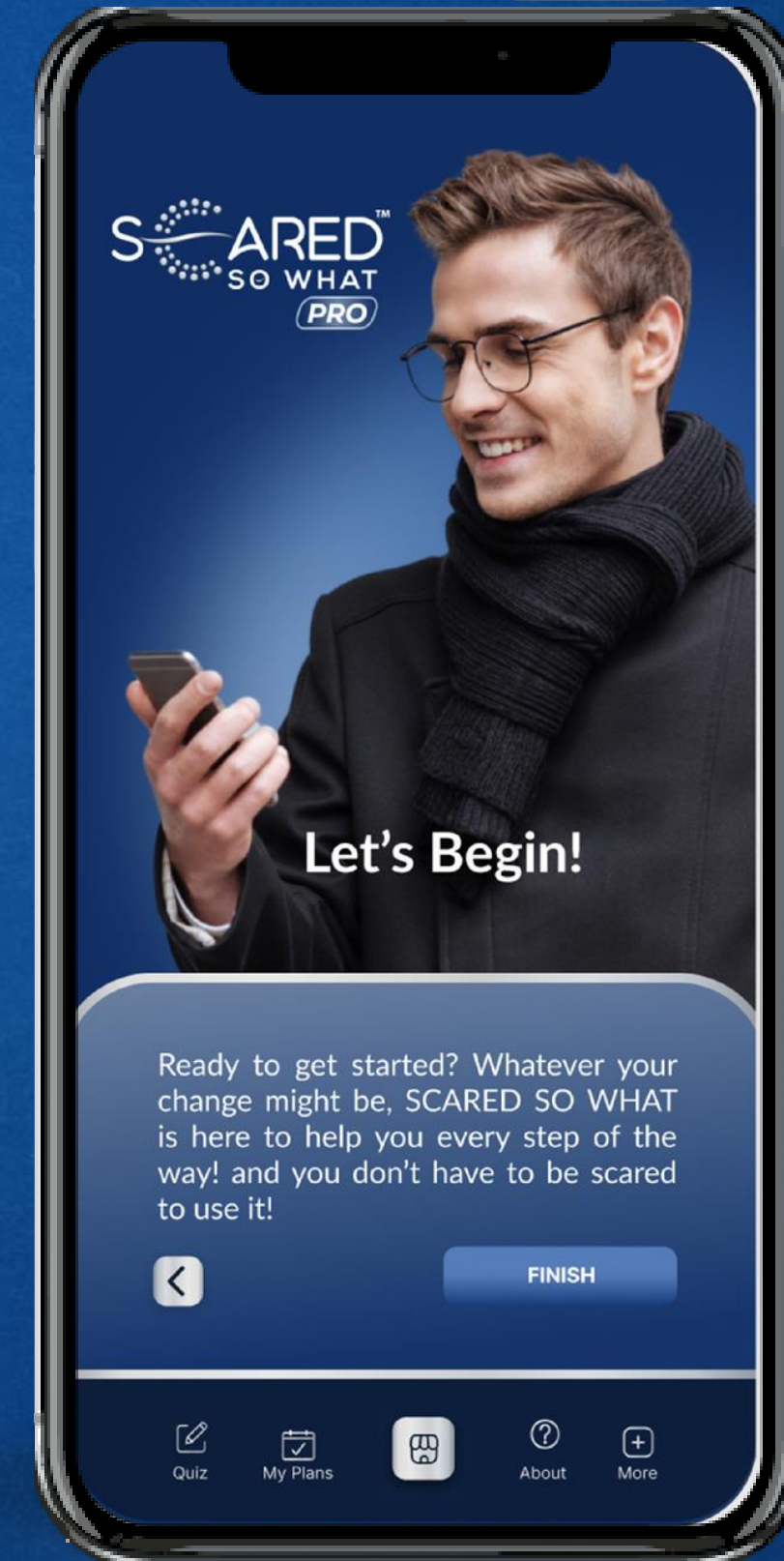
Today

- Free for Education (Standard APP)
- Licensed for organizations (Pro APP)
- Instructed in university / education

SCAREDTM
SO WHAT
STANDARD



SCAREDTM
SO WHAT
PRO



FOR EVERYONE |

SCAREDTM
SO WHAT

KEY FEATURES INCLUDED



What is Personal Change? SCARED Quiz

- Sharable
- Printable
- Downloadable
- Invite others to take quiz
- Customizable

SO WHAT Plan

- Sharable
- Printable
- Downloadable
- Invite others to take quiz
- Customizable

Resources

- Book Discounts on Website
- Academic Publishings on Website
- Podcasts, Webinars, TEDx on Website
- Digital Learning Courses - in APP

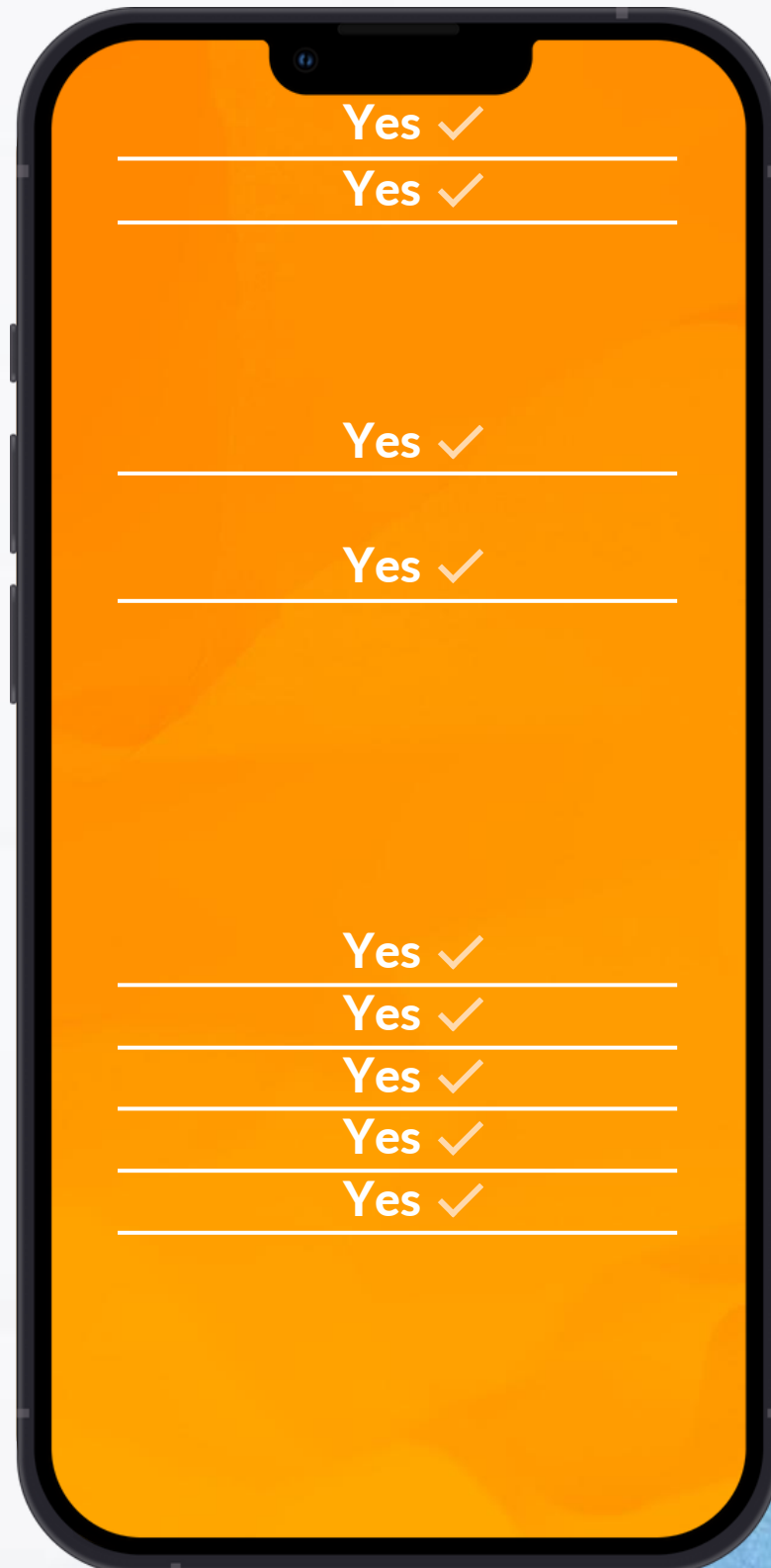
User Management Application

- Manage users
- Insights into Organization Change metrics
- Visibility into change outcomes

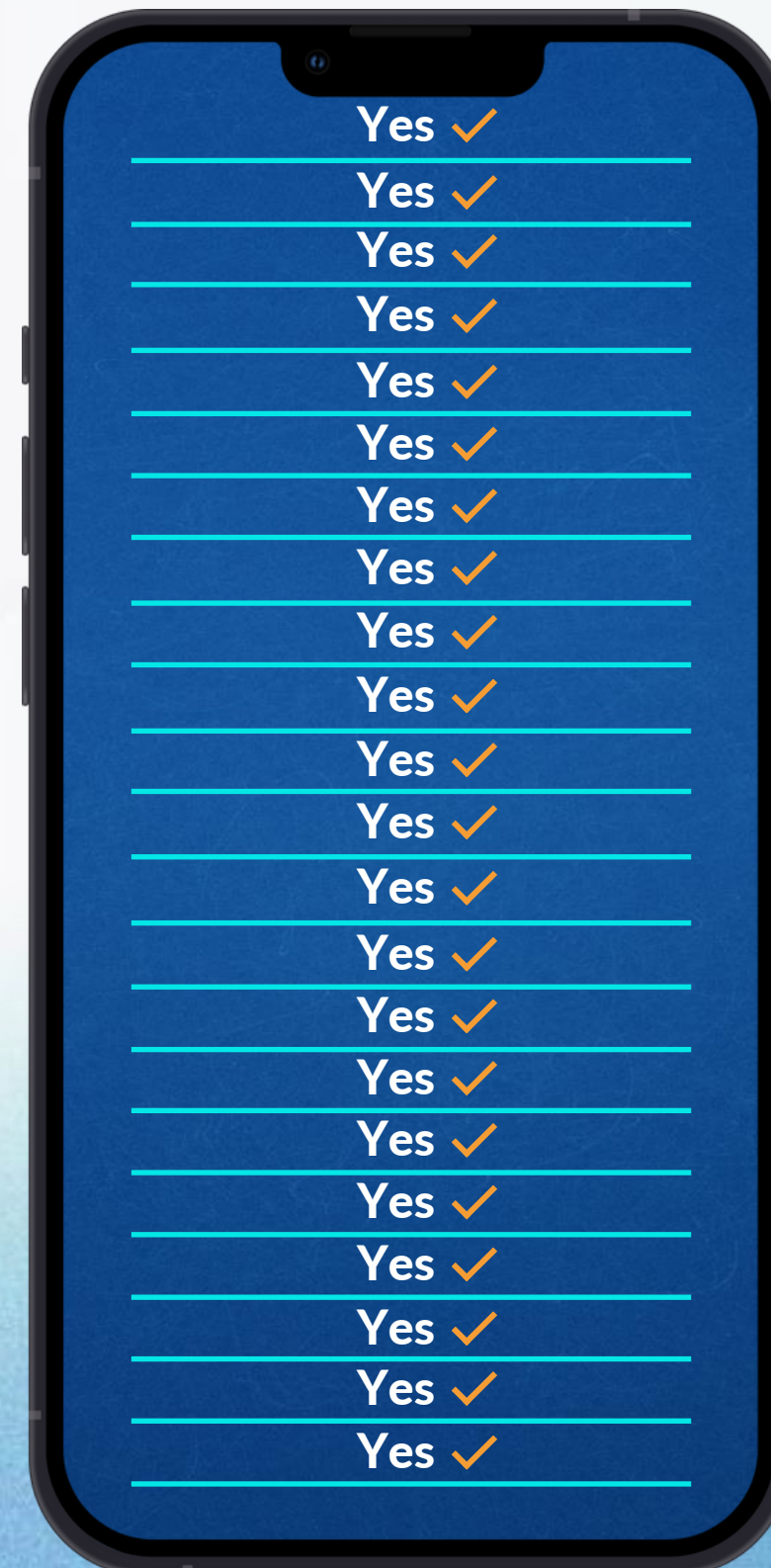
• CONTACT us for licensing fees and use



(standard version)



PRO



THE BOOK

Born out of sales transformation research, this is the first book of its kind. What leaders are saying...

"Grant has written a modern, must-read book about the ongoing challenges of change and transformation." **Waldemar Adams, SVP Market Advisory, SAP Customer Service**

"A progressive and empowering approach for aiding individual stakeholders in making their personal decisions about accepting change." **Theresa Moulton, Chief Editor of The Change Management Review.**

"His work provided a fresh perspective about the human emotions that too often go overlooked when preparing for and leading through change events - and not just for sales organizations, but all organizations!" **Dr. Mark C. Boccia, Chief Learning Officer AMAZON.**

"When transitions are challenging, the trick is to find simplicity on the other side of the complexity. This book offers useful guidance for navigating change but does so in the form of six easy-to-remember yet potentially penetrating questions that can be used to forge a path forward." **Daryl Conner, Global Change Leader, Chairman of Conner Advisory and Conner Academy.**



THE BOOK

ESSENTIALS

The first complete book on total transformation that includes the individual

In one book you can:

- Review and learn the top 8 global organizational change models
- Understand their use and function within the organization
- Gain valuable insight on the importance of the individual
- Learn about the first model for personal change
- Learn how the **SCARED** model supports informed decision making
- Witness the gap between decisions and actions
- Learn how to create your own **SO WHAT** plan to champion change
- Transform your own thinking to be able to master personal change

This book is for everyone -
not just salespeople!

 Available on
amazon.com



CERTIFICATION

Embed the knowledge and expertise into your organization or offering.

SSW Certified Instructor Program:

Become the expert on transformation and leading personal change within your organization. This new program will grant you the ability to do just that and you're 100% backed by SCARED SO WHAT and the UK's Institute of Training and Occupational Learning. By participating and passing this 5-hour course, you will STAND OUT and be ready to embed the knowledge for yourself and your teams!

The program consists of:

- Begin with online learning 1.5 Hours
- APP Program Review 1 Hour
- Facilitator led workshop 2 Hours
- Oral Board Presentation & Review .5 Hours
- Additional support as needed pre and post accreditation
- Members receive a copy of *Transforming Sales Management* book.
- Program begins at £995 per person – Inquire on a special quote



ITOL & CPD ACCREDITED!



CERTIFICATION



LEADERSHIP >

When simply being a leader isn't enough, it's time to transform your skillsets.

SSW Transformational Leadership:

Too often we see senior executives and leaders driving from a transactional leadership approach as their main mantra. The concern is that you are not truly developing and fostering a culture of people first and inclusion. It's time to transform your ways of working and leading by becoming a Transformational Leader. Backed by ITOL and members of CPD, this online and two-day workshop will give you the skillsets necessary to perform and lead at an exceptional level.

The program consists of:

- Begin with online learning & assignments - 3 Hours
- Day 1 Workshop – 8 Hours – Transformational Leadership Immersion
- Day 2 Workshop – 8 Hours – Practical application, Coaching, and Demonstration
- Flexible program continues with work-based project of implementation.
- Additional support as needed pre and post accreditation
- For custom quote – please inquire: info@scaredsowhat.com



ITOL ACCREDITED!

ITOL
INSTITUTE OF TRAINING &
OCCUPATIONAL LEARNING

CPD
CERTIFIED
The CPD Certification
Service

LEADERSHIP |

SCARED SO WHAT

CLIENTS



Our Book, APP, and services, are supported with these clients and individuals across the globe



CONTACT US

 info@scaredsowhat.com

 www.scaredsowhat.com

 **Supported by the 3Doctors Network**
www.3Doctors.org

 **Social Media: @Scaredsowhat**



Your partner in managing and transforming personal and organizational change success.

Contact us for:

- Culture & change consultancy with Inclusion of all members
- App customization and embedding into organization - licensing
- Leadership and management workshops for personal change
- Transformational Leadership workshops
- Leadership and management executive coaching
- Sales transformation supporting organization and individual needs
- Keynote: TEDx Speaker on personal change management



Thank You

www.scaredsowhat.com