



# We're Transforming Change & Empowering People

The #1 reason change fails?  
People aren't equipped to adapt.  
Scared So What™ changes that.



[www.scaredsowhat.com](http://www.scaredsowhat.com)

AUG 2025



# Executive Summary >

**We are equipping people with the skillsets and ability to manage personal change that empowers organisations to transform.**

Scared So What is pioneering the world's first Personal Change Management (PCM) methodology, a transformative approach that empowers individuals and organisations to manage change more effectively.

As a result, by equipping individuals to manage personal change, organisations are able to rapidly increase their productivity, engagement, agility, and create an environment where transformations can be more successful in less time.

We combine accredited training, certified coaching, and a proprietary digital platform to reduce stress, anxiety, and fear during periods of personal and organisational change. Our solution delivers live data insights to organisations and empowers individuals to take ownership of their change journey.

Actively supporting major clients including Royal Mail, Parcelforce, City of London Police, Royal Berkshire Fire & Rescue, we are poised to transform you and your organisation for success.



**Accredited & Endorsed:**



# The Problem >

Despite decades of investment in organisational change management, change still fails at alarming rates. Since 2018, **\$2.3 Trillion** wasted due to global failed digital transformations. Annually, **\$340 Billion** in general change initiatives that fail across public and private sector areas, often due to the same overlooked factor:

> ***People aren't taught how to manage personal change.*** <

Most change models are applied to individuals rather than empowering people to navigate change for themselves. This leads to:

- High stress, anxiety, fear and assumption leading towards perceived change resistance
- Poor decision-making and decreased performance
- Failure to embed sustainable cultural and organisational change
- Wasted investment in change initiatives that don't stick

Organisations lack a way to measure how people actually feel about change in real time. Individuals lack the tools to reflect, take ownership, and adapt confidently.

# The Opportunity >

Personal change is the missing layer in the global change management industry, and we're the first to unlock it.

## A Massive Untapped Market

- The global change management software market is projected to reach **\$4.3B** by 2032
- The corporate training and leadership development market exceeds **\$355B** annually
- Mental wellness and stress management in the workplace are not top priorities for employers

## The Gap

- **95%** of existing change models are focused on organisations, not the individuals driving change
- No scalable, structured solution exists to help people manage personal change at home or at work

## Why Now?

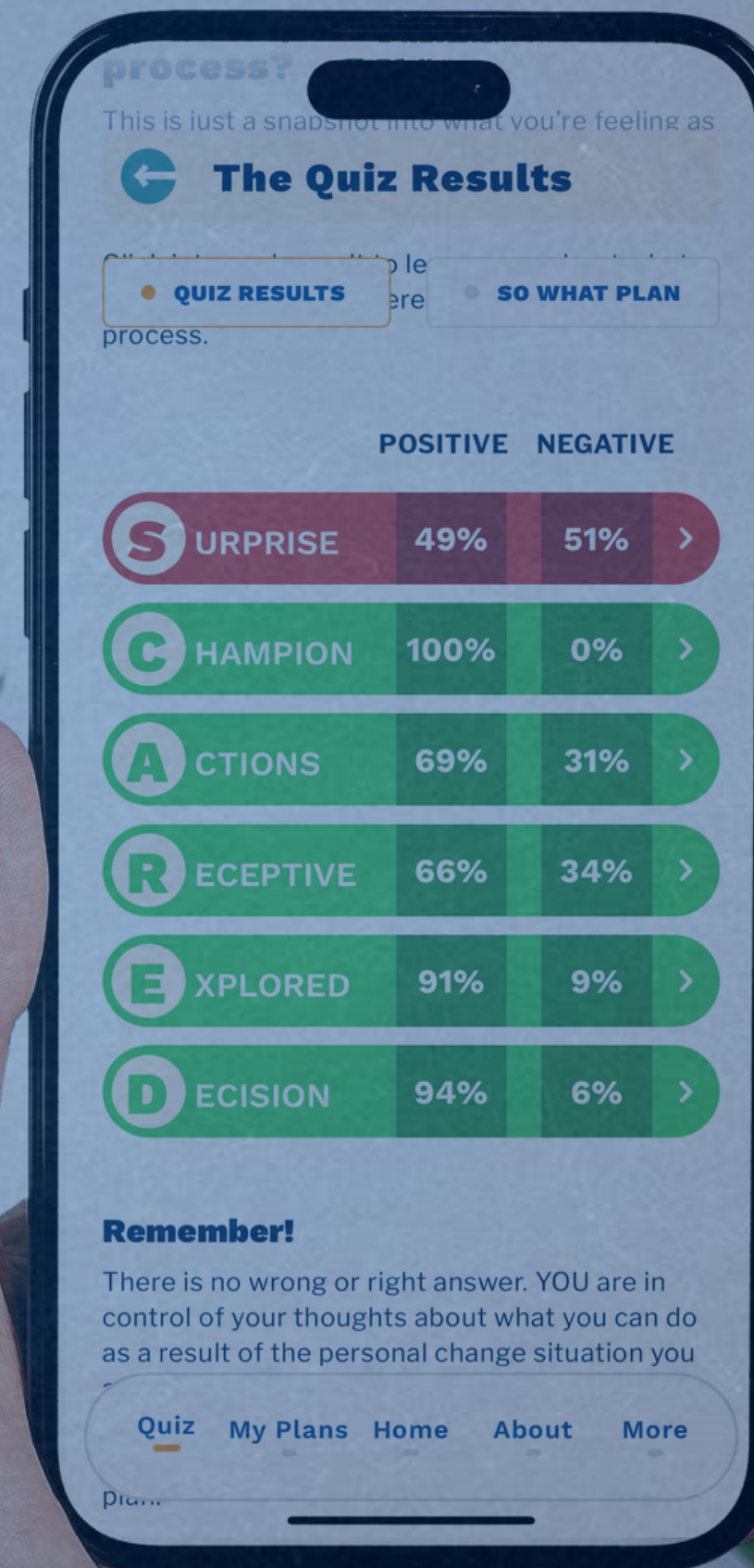
- Rising employee anxiety, burnout, and resistance to AI, speed of technology, and geo-political change
- Increased focus on inclusion, well-being, and human-centered leadership
- Post-pandemic workforces demand more adaptive, emotionally intelligent organisations

## Scared So What is uniquely positioned to lead this category

- First Personal Change Management methodology
- Integrated app, training, and live data insights
- Backed by real clients, academic endorsements, and market traction



# OUR SOLUTION



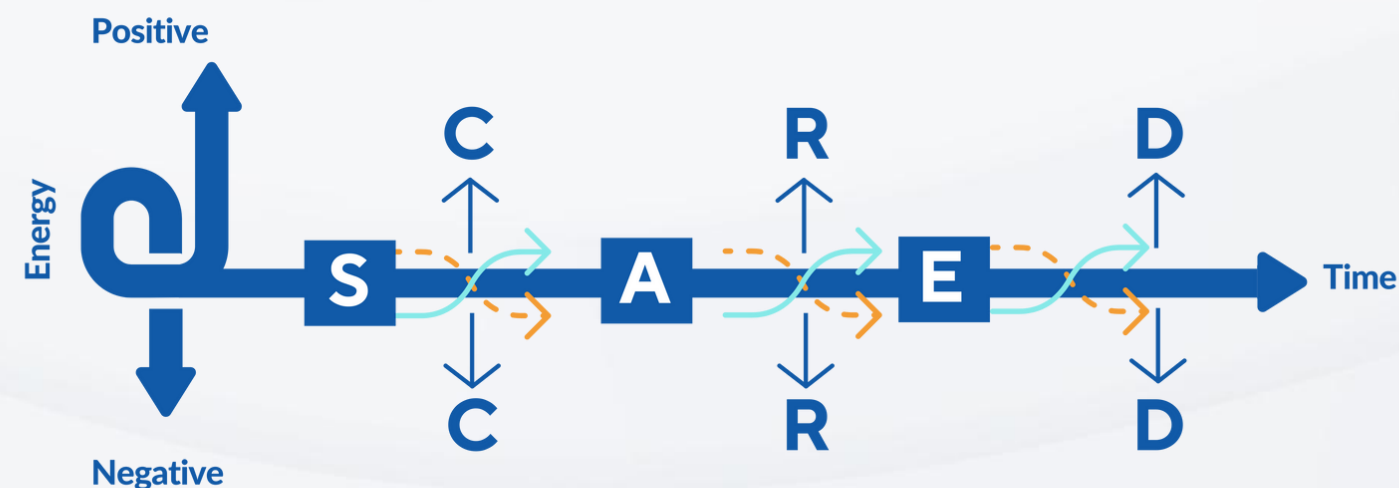


# Our Solution >

Scared So What is the first platform to empower people to manage personal change, turning fear and resistance into confidence and action. We combine a research-backed methodology, a digital platform, and accredited training to help individuals and organisations successfully navigate inclusive change.

## Our Model

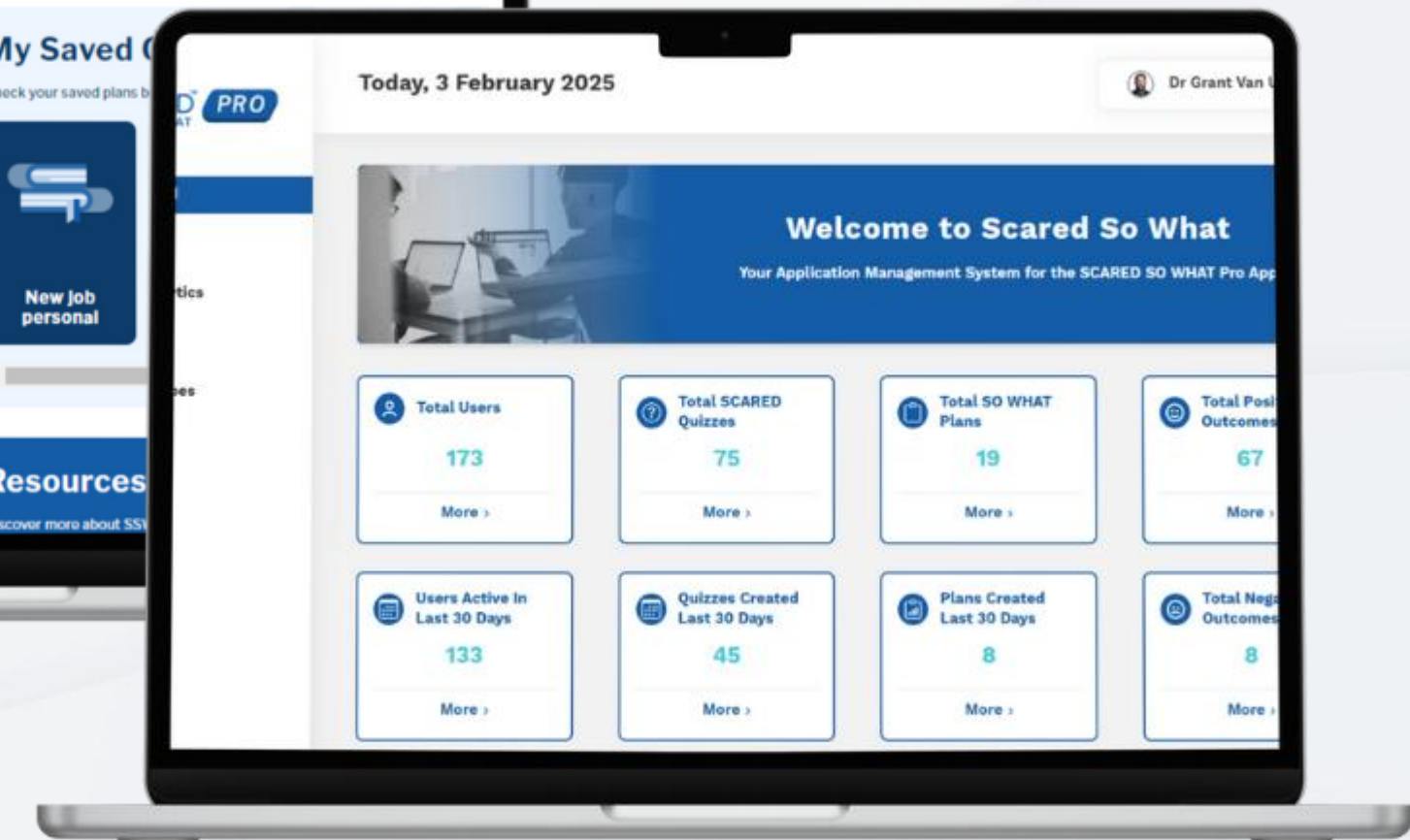
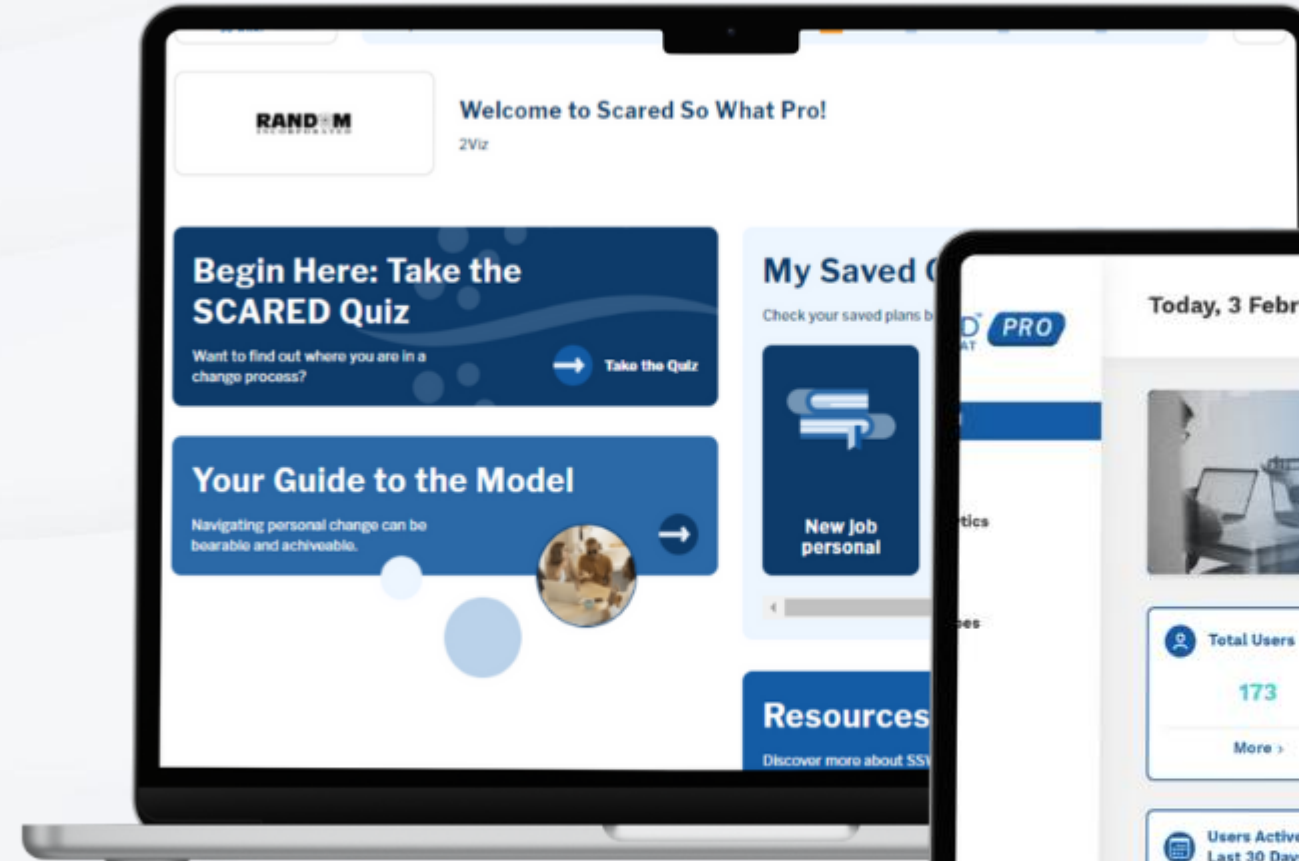
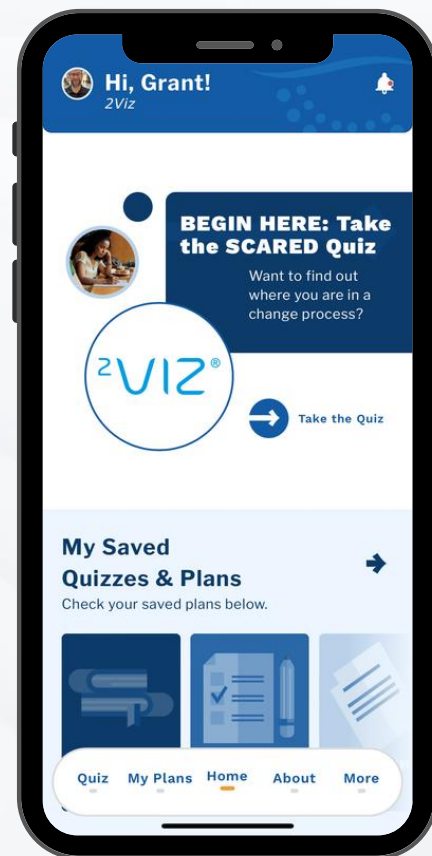
- A step-by-step fluid personal change framework that guides users through understanding their feelings, making informed decisions, and building bespoke action plans
- Flexible and non-linear, built for real-world, emotional human change



# Our Solution >

## Our Technology

- **1st Gen Standard App** that is free for individuals and educational institutions.
- **PRO App Suite** licensed based for organisations in both mobile + desktop platform for organisations
- **PRO Dashboard** - Live data insights give organisations instant visibility into how people are managing change
- Scalable and customisable across sectors





# Our Solution >

## Our Certification Program

- Accredited by the *Institute of Training & Occupational Learning* (ITOL) & *Certified Professional Development* CPD
- Endorsed by *The Oxford Review, Middlesex University*
- Enables organisations to embed personal change capability through certified coaches, instructors, and executive leadership programs



With Scared So What, individuals gain control over personal change, organisations build healthier, more successful transformations and cultures.

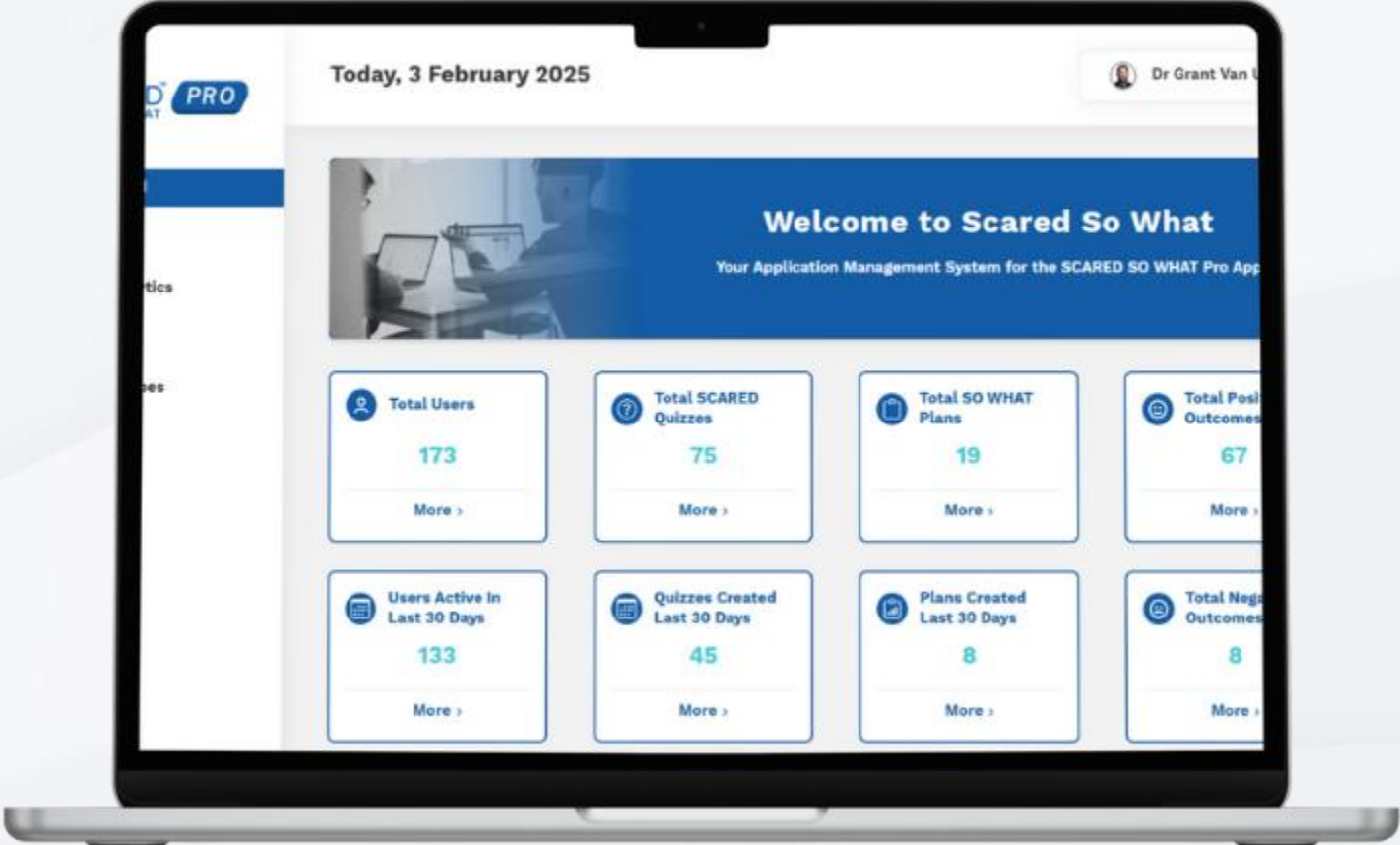
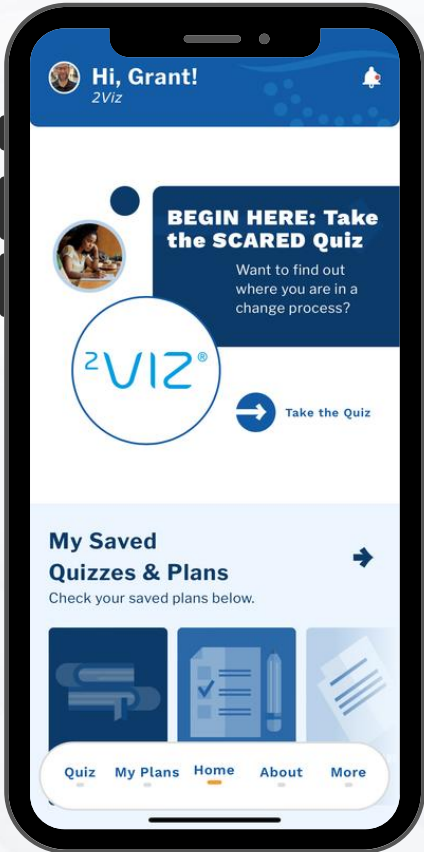


# Product Demo / App Visual >

REQUEST DEMONSTRATION

USER CHOICE: Mobile and Desktop

LIVE INSIGHTS: Organisation View



USER CHOICE Mobile Systems

No More Surveys. Real Time Use.

# BENEFITS Scared So What helps organisations and individuals to manage effectively through change.

## Benefits to Individuals

- Enables understanding of feelings related to the change they are experiencing.
- Guides individuals to making informed and well-thought through decisions vs assumption.
- Reduce fear, worry, anxiety, stress levels.
- Allows individuals to avoid stress and worry by making change manageable.
- Enables individuals to have objective conversations with managers and other stakeholders.
- Can be used for professional and personal change.

**Take control over stress, anxiety and personal change!**

## Benefits to Organisations

- Greater employee engagement, inclusion, ideation.
- Enables tracking and measurement of changes related to individuals.
- Identifies change champions to enable the change.
- Identifies individual who are struggling with the change to allow objective conversations and information provision.
- Can be used alongside organisational change models to amplify the impact and effectiveness of change.
- Common change scenarios can be pre-programmed e.g. organisation structure changes, promotion, relocation.



# COMPLIANCE & SECURITY >

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

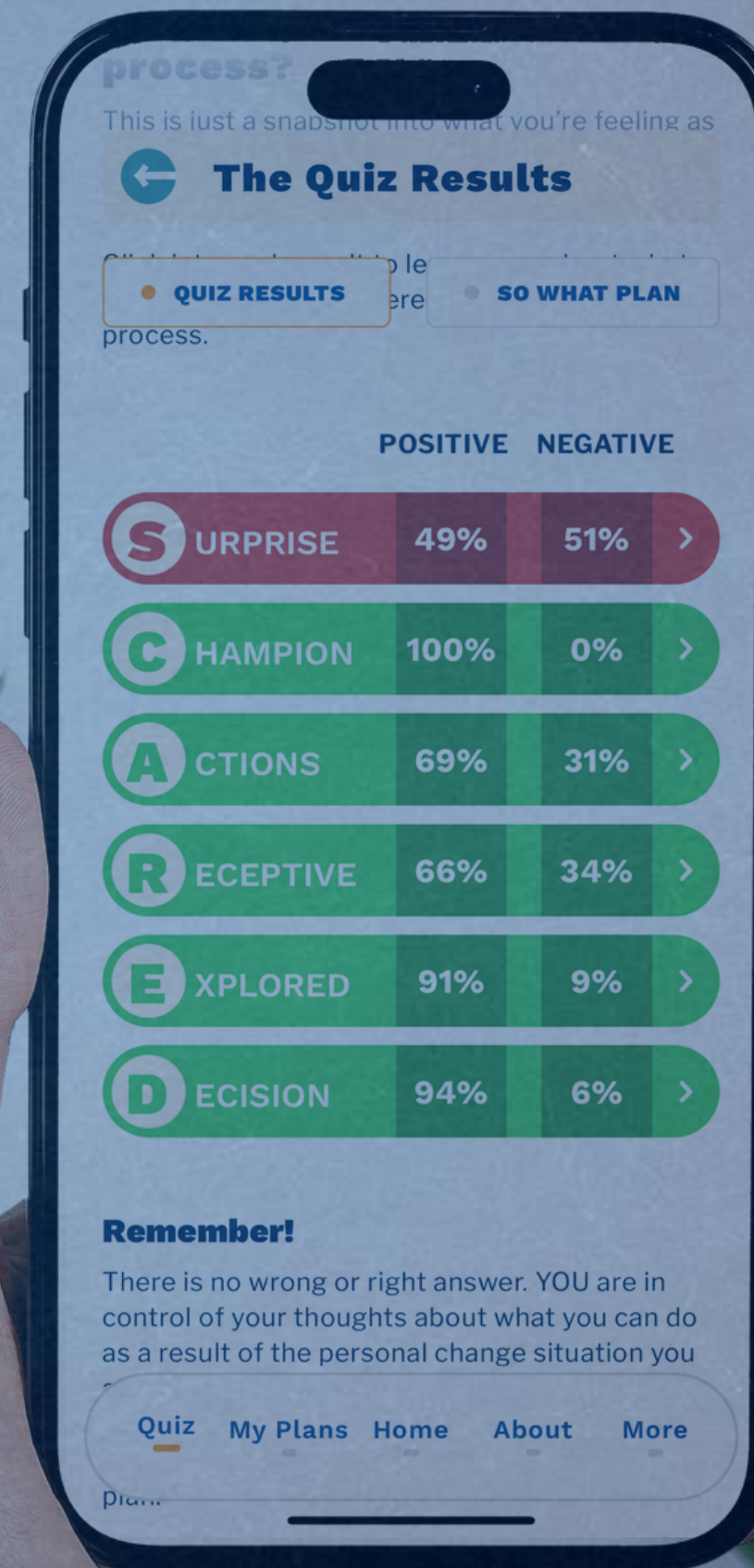
- UK Based private cloud hosting with AWS
- Secure hashing functionality following NIST recommendations (SP800-57 1 5.6.2, SP 800-131A)
- Data transfer encryption via SSL with 2048-bit key length
- Source code reviewed and penetration-tested by 3rd party's including Accenture, Disney, Fresenius, Nestle 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**®





# OFFERING





# PERSONAL CHANGE OFFERING >

## Certification

### CERTIFIED INSTRUCTOR

- 1.5 Hours online learning
- 1 Hour App Immersion
- 2 Hour Facilitated Workshop
- 30 Min Oral boards

5 Hours to certification: **£995 Per Person\***

\*Customized quotes available depending on numbers of participants

### CERTIFIED COACH

3 Hours – Online.  
For Existing Coaches

**£299 Per Person**

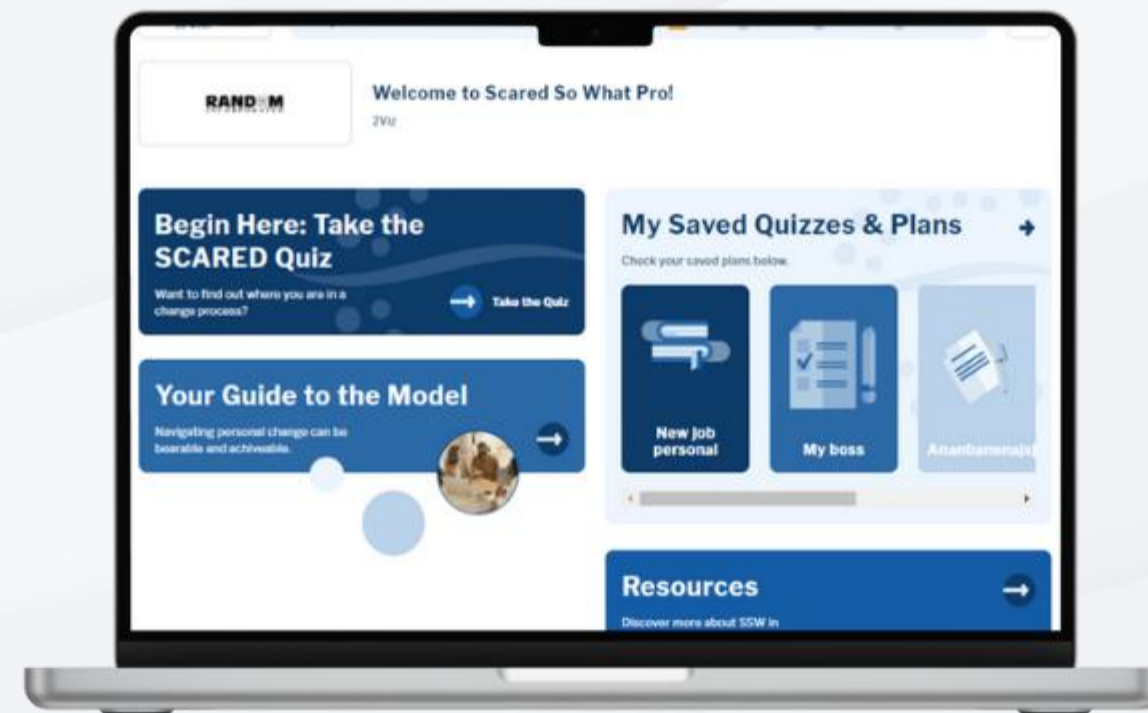


## PRO Data Management System

### LICENSED PROGRAM

**£96** per person/per year.

Enterprise Licensing Available



**Endorsed and Certified**



OFFERING



# TRANSFORMATIONAL LEADERSHIP

In a world of many different leadership styles, what is the foundation you set for your organisation?

At **SCARED SO WHAT** we've been in global hospitality leadership for over 25 years. We've also researched globally what the foundations of leadership stem from. They are:

- **TRANSACTIONAL LEADERSHIP:** A methodology of "TELL" approach. I tell you what to do, and through assumption, you simply will follow. Most in this mode will also seek to take the credit for the work of their team members. (HIGH ATTRITION - LOW ENGAGEMENT)
- **TRANSFORMATIONAL LEADERSHIP:** A skillset and methodology whereby you embrace development, champion coaching, empowerment, and you lead by also doing. You're not afraid to give praise, recognition, and lead through vulnerability.  
(LOW ATTRITION / HIGH PROMOTION OF TEAMS / HIGH ENGAGEMENT RATES)

Our program blends an online introduction with a 2-Day workshop to instill the knowledge on how to work inbetween both of these foundations with a lean towards transformational as a base. We introduce critical reflection, coaching, change management, growth management, and set members up to have a broad foundation to build successful teams. This program continues with a 2-month work-based project whereby members put their leadership & coaching skillsets to work. It ends in certification after your review of members performance.



**£1,455** Per Person  
(Includes workbooks)

Recommended group size  
not to exceed 5 - 15  
members in one course.

**Endorsed and Certified**



LEADERSHIP | **SCARED SO WHAT**



# EXECUTIVE > COACHING

Coaching is the art of empowerment, self ideation and realisation and the transfer of ownership.

At **SCARED SO WHAT**, coaching is at the heart of everything we do. We believe that true coaching is the practice of ASKING OPEN QUESTIONS that empower the individual to go deep into critical reflection. It is through this safe space that is provided without bias and influence, that self-ideation and realisation occurs. The individual is allowed to find the proper answers and as a result of self-ideation, they own the actions and results.

Leading our **Executive Coaching** program is Dr. Grant Van Ulbrich, CEO and Chief Researcher on sales transformation, transformational leadership, and personal change management. Dr Grant has had over 25 years in various leadership roles within the global luxury hospitality industry. **He has been featured in:**

**Forbes**

THE INTERNATIONAL  
Journal of **Sales  
Transformation**

**BUSINESS  
INSIDER**

**USA WIRE**

**WSJ.**  
MAGAZINE

 **msn**

He is a Fellow of Cranfield University School of Management, a Founding Fellow of the Institute of Sales Professionals, and a Fellow of the Institute of Training and Occupational Learning. An award winning author, certified transformation coach, and a TEDx and keynote speaker.

**Now offering** 1:1 executive coaching to select members within organisations. Contact for availability. Coaching Sessions are 1.5 hours in length and at the rate of **£500** per session or **£2,800** for six.



COACHING |  **SCARED  
SO WHAT**



# BOOKS

Award Winning Author

**Born out of sales transformation & leadership research, these are the first books of their 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.**



Co- Author







**Dr. Grant Van Ulbrich,  
Founder & CEO**

# Meet the Team

**Our purpose is to empower people to learn how to  
manage personal change & transformation for  
themselves... and others.**



**Dr Philip Squire,  
NED Board Chair**



**Claudio Martinez. Chief  
PR, Social, Comms**



**Shannon McKee,  
Pres. North America**



**Louise O'Shea, Chief  
Marketing Officer**



**Oliver Turnbull, NED  
Technology Chair**

**Alongside Our Strategic Sr. Partners who champion our sales network**

**Marc O'Shea MVO - UK**

**Tara LaFon Gooch, USA**

**David Santineer, UK**

**Alex Abbott, Portugal / UK**

**Tina Dickens - UK**

**Marc Sabatini, USA**

**Hassan Tili, MENA**

**Hon. Chev. Franck  
Massicard, Malta**



# SUPPORT >

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

 <p><b>CITY OF LONDON POLICE</b> National Policing Lead For Fraud</p>	 <p><b>Royal Mail</b></p>	 <p><b>PARCEL FORCE WORLDWIDE</b></p>		
 <p><b>ROYAL BERKSHIRE FIRE AND RESCUE SERVICE</b></p>	 <p><b>Cranfield University</b></p>	 <p><b>Middlesex University London</b></p>		
 <p><b>ISP</b> Institute of Sales Professionals</p>	 <p><b>CONSALIA</b> SALES BUSINESS SCHOOL</p>	 <p>THE INTERNATIONAL <b>Journal of Sales Transformation</b></p>	 <p><b>CHANGE MANAGEMENT REVIEW™</b></p>	 <p><b>The Oxford Review</b></p>



# CONTACT US



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www.scaredsowhat.com



London Based, SW6



**Trustpilot** **4.7**

**Scared So What Ltd.**

 VERIFIED COMPANY

Excellent



**Your partner in managing and equipping personal and organisational transformation.**

Contact us for:

- Culture & change consultancy with Inclusion of all members
- Personal Change Management Certification
- Existing Coaches for PCM Certification
- PRO App customization and embedding into organization - licensing
- Transformational Leadership workshops
- Leadership and management executive coaching
- Keynote: TEDx Speaker on personal change management



Social Media: @Scaredsowhat

CONTACT US |  **SCARED**  
SO WHAT





When people learn how to manage personal change for themselves, they & the organisation WIN!

