



Transforming Personal Change & Organisational Leadership

**Personal Change Management,
Transformational Leadership,
Executive Coaching.
Building Tomorrow's Leaders.**

www.scaresowhat.com

JUNE 2025

WHAT ARE WE SOLVING?



Ever wondered why organizational change & leadership has such a high failure & dissatisfaction rates? We know the answer from extensive academic and practical global research. The reason, is the lack of inclusion of individuals, transactional leadership as the foundation, and the absence of a true personal change model designed to support individual critical reflection on personal change. Change is the main principle element that needs to 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.

The **SCARED SO WHAT** model and technology are the world's 1st model for managing personal change. Regardless if the change is small or large, positive or negative, the 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 takes it a step further in establishing a foundation between Transactional & Transformational leadership. Knowing the difference can impact and support inclusive change and empowerment within organisations. We can now interject this leadership foundation knowledge into you and your organisation so that you have the full opportunity to not only lead transformationally, but to also champion inclusive change success.

As ILM certified transformation coaches, we also can empower your members developmental journey in a 1:1 approach. Taking into account 25+ years of global hospitality leadership and our academic research, we're poised to establish your entire team members' development.

SCARED SO WHAT's methodology, technology, and books have been endorsed by global leaders at:



Who we are?

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

Offering a unique approach towards change management & transformational leadership, we focus on the individual first, within and outside of the organization to allow them to improve overall leadership capabilities and to enhance mental wellness, by overcoming anxiety, stress, and relieve unnecessary worry through the ability to manage personal change.

We are Pracademics working through professional practice and academia.



Claudio Martinez

**PR,
Communications,
Social Media**



Dr. Grant Van Ulbrich

Founder & CEO

ITOL

INSTITUTE OF TRAINING &
OCCUPATIONAL LEARNING



**The
Oxford
Review**

**CPD
MEMBER**

The CPD Certification
Service

We're Accredited

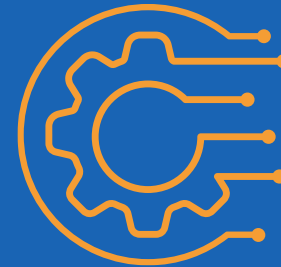
We are an ITOL Accredited Centre: The UK's
Institute of Training and Occupational
Learning. We are CPD members and feature
CPD Certified Programs. We are fully
endorsed by The Oxford Review.

OUR SERVICES >



Organizational & Personal Change Management

Facilitating organizational change management processes to include the individual's needs and concerns as they are expected to carry out change requirements. Improving employee mental health, wellness, engagement, and overall development for overall change success.



Personal Change Management Technology

Innovative APP based technology to manage personal change at work or on the go within the palm of your hand or with desktop access. Digital access to quantitative and qualitative change management tools with INSTANT LIVE DATA supporting overall change adoption and engagement.



Transformational Leadership / Executive Coaching / Key Note Delivery

Educating leaders and members on the importance of individuals and employee support within transformativite leadership practices. Utilizing Scared So What methodology and research based & tested leadership frameworks. TEDx Key Note speaker and workshop delivery.



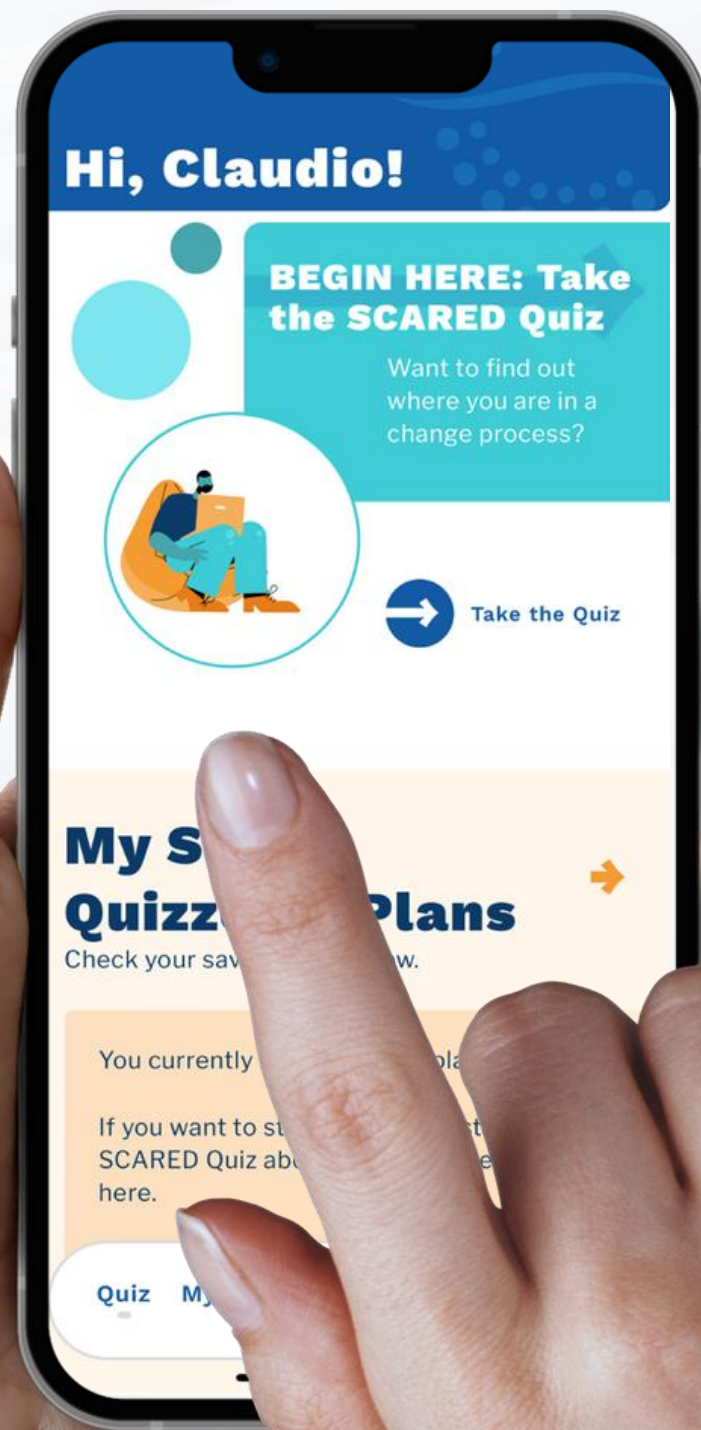
PERSONAL CHANGE MANAGEMENT

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 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 Transformation 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. Coaches, sports players, police, fire, patients, doctors, nurses, transitioning veterans, prisoner reform, military, all employees, university students, minorities and underrepresented people are just a few who can benefit from learning this new skillset. It has the power to transform generational thinking by helping people make informed decisions and actions.



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.

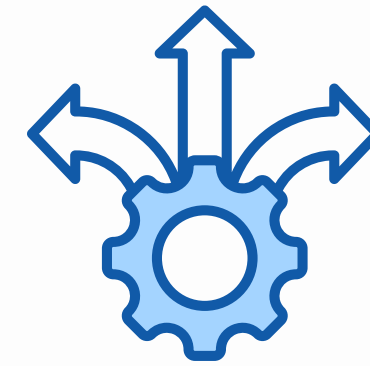
At the core are action & reflection points: Actions generate information to allow one to data inputs. Critical reflection allows one to analyze and begin to assess their feelings.

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.



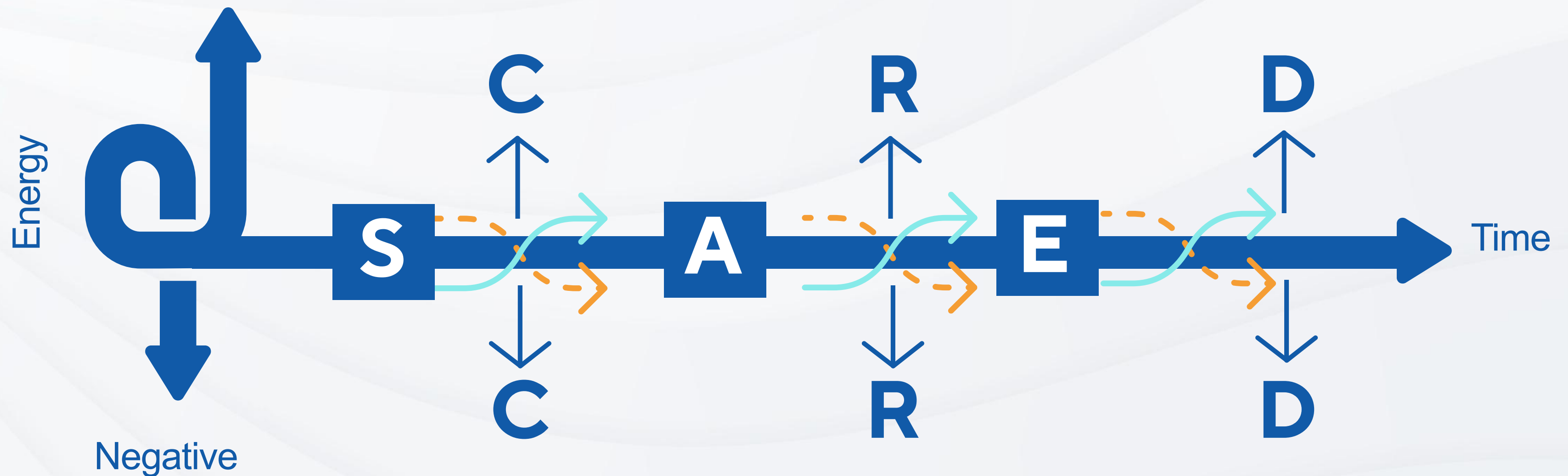
THE MODEL

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?"



THE APP ESSENTIALS

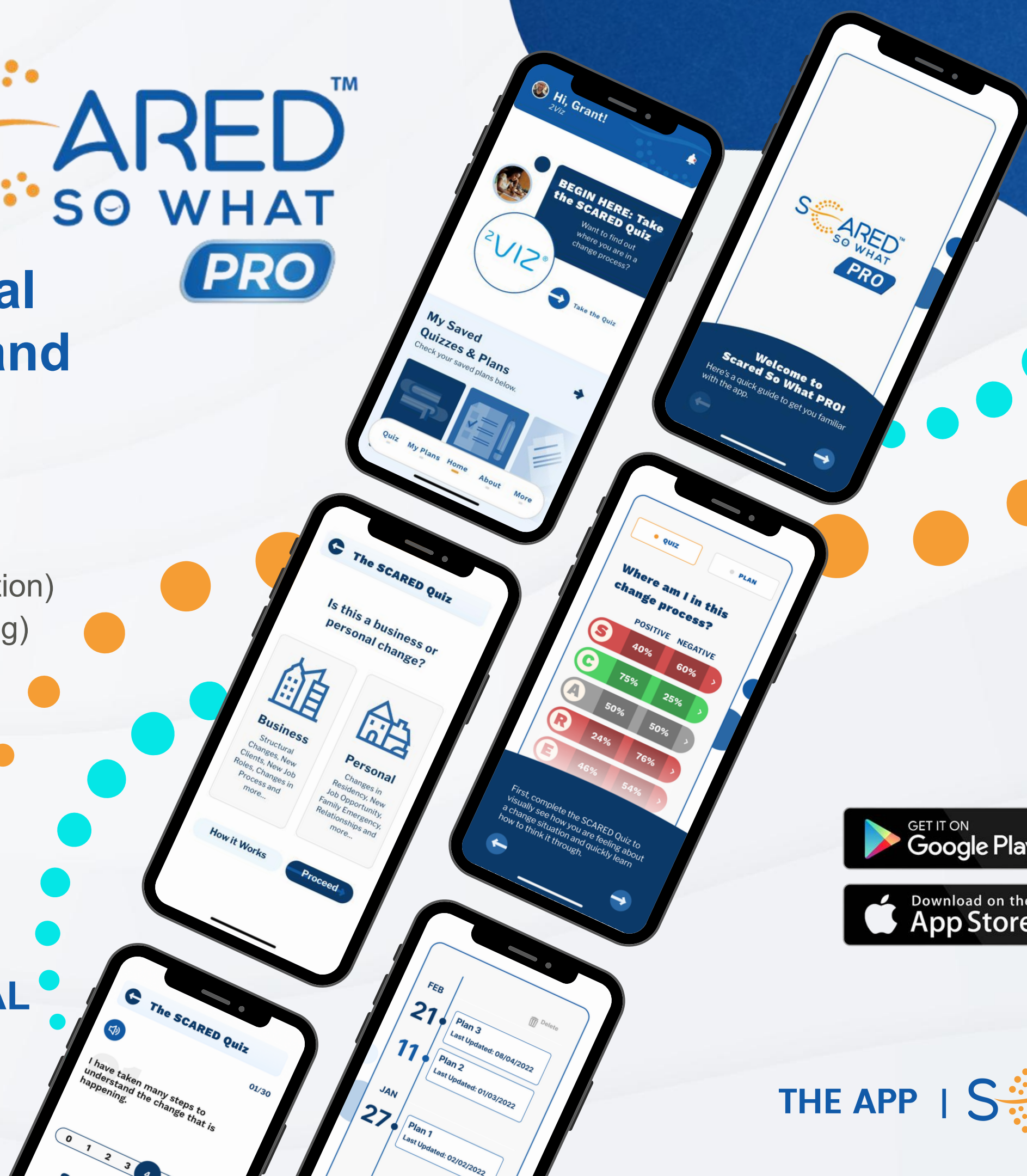


The power to manage personal change in the palm of your hand

In one app you can:

- Learn what is personal change
- Take a quiz to assess your feelings (Critical Reflection)
- See expert guidance on your results (Understanding)
- Build your own action plan (Action & Ownership)
- Save all your results to revisit later
- Access to resources and support
- Academic reference included
- Organisation has LIVE DATA INSIGHTS
- Customizable for organizational needs and use

Take control over stress, anxiety and personal change! Manage change in REAL TIME!



LEARN Personal
Change

Quiz: Self
Assessment

Stored Quizzes and
Plans

Resource and
Navigation

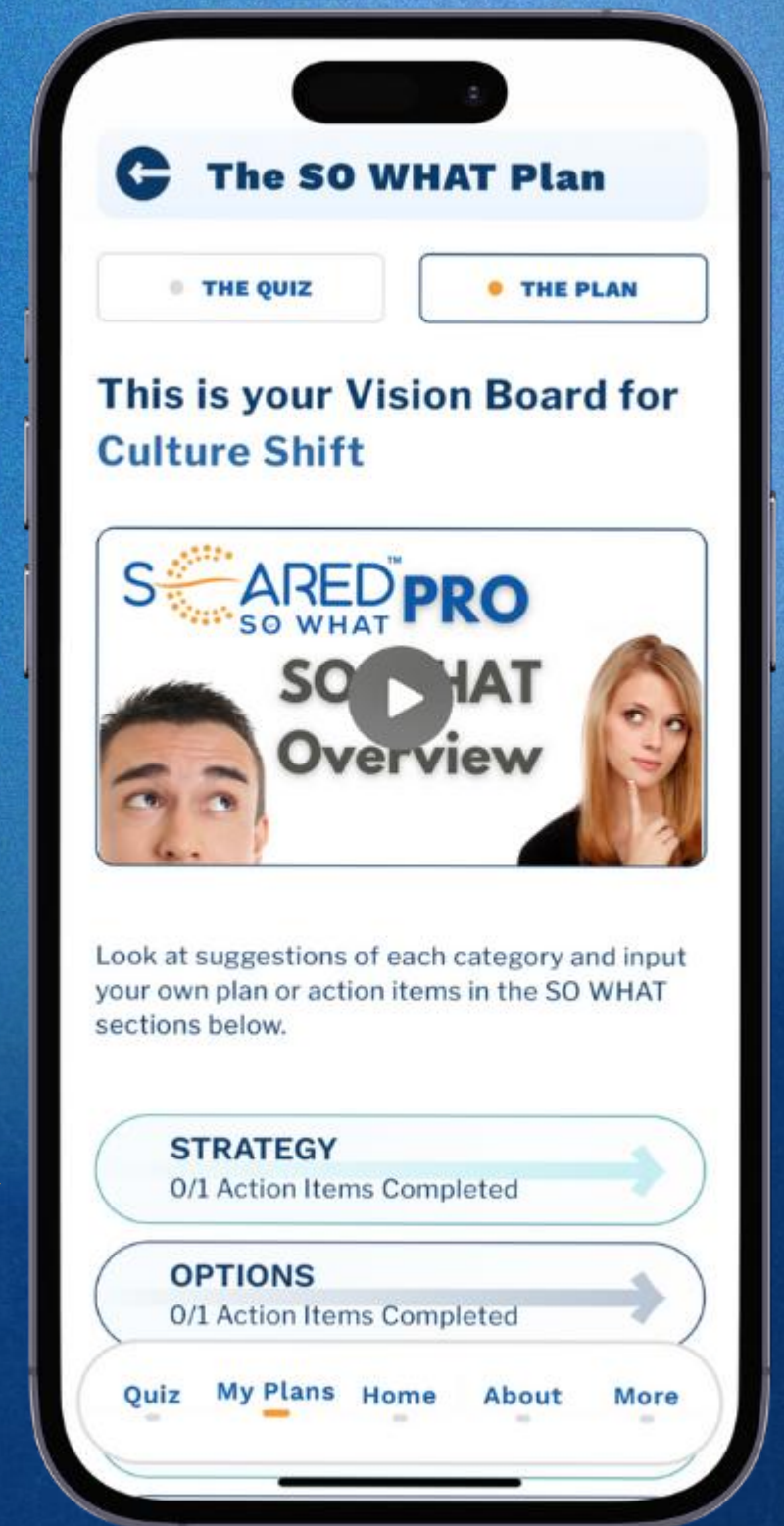
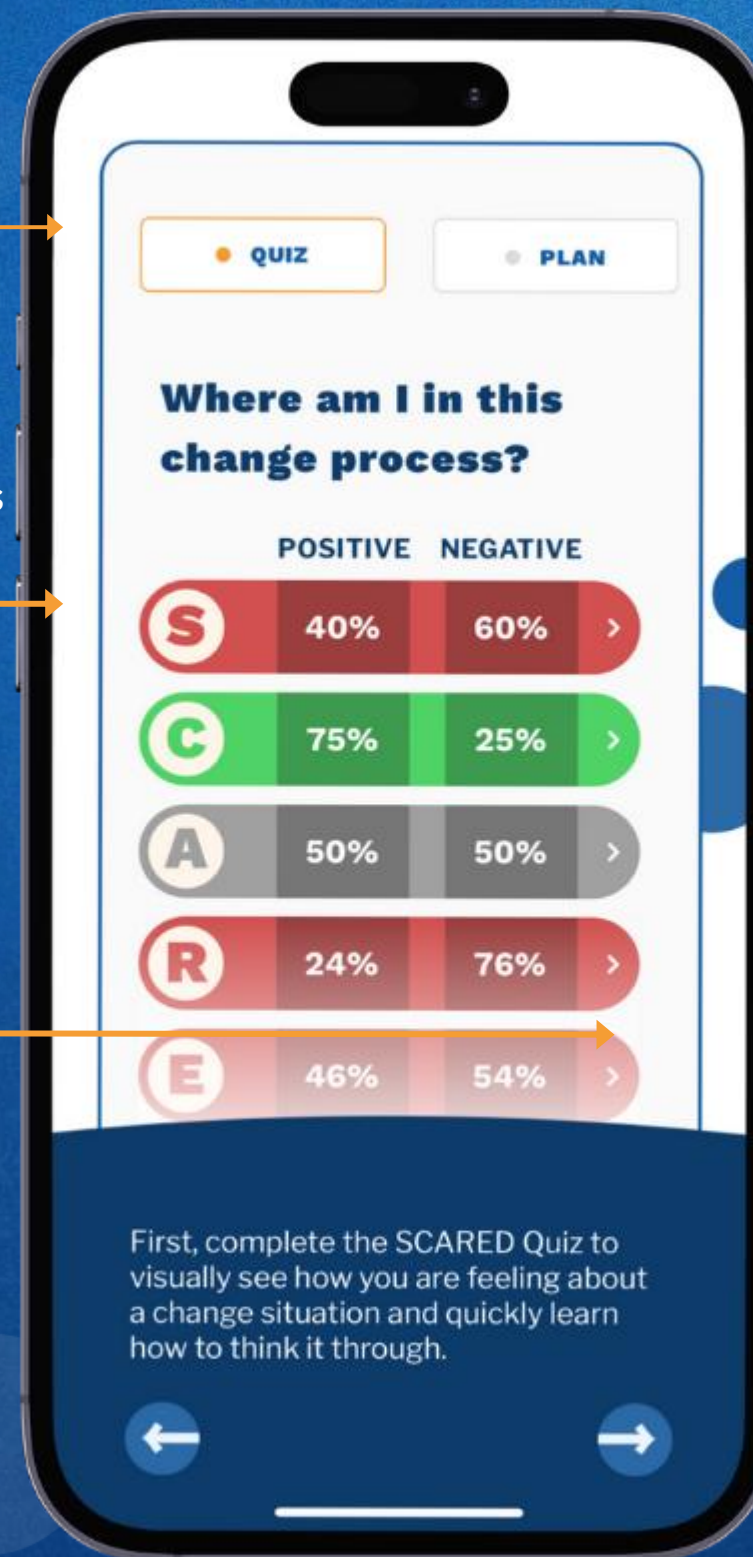
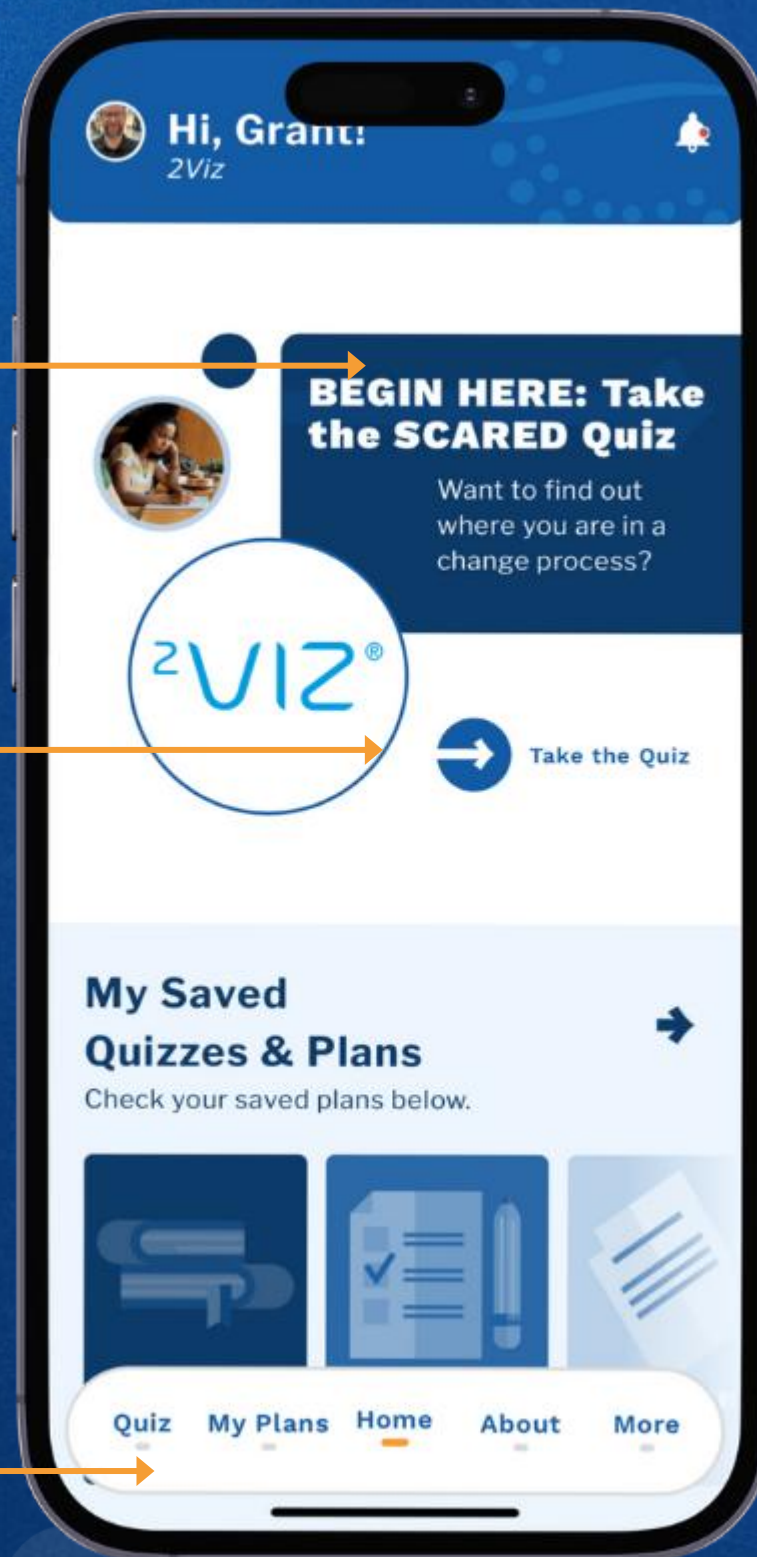
Quiz & Plan
Tabs

Color Visual Results

Click to go deeper
with expert guide

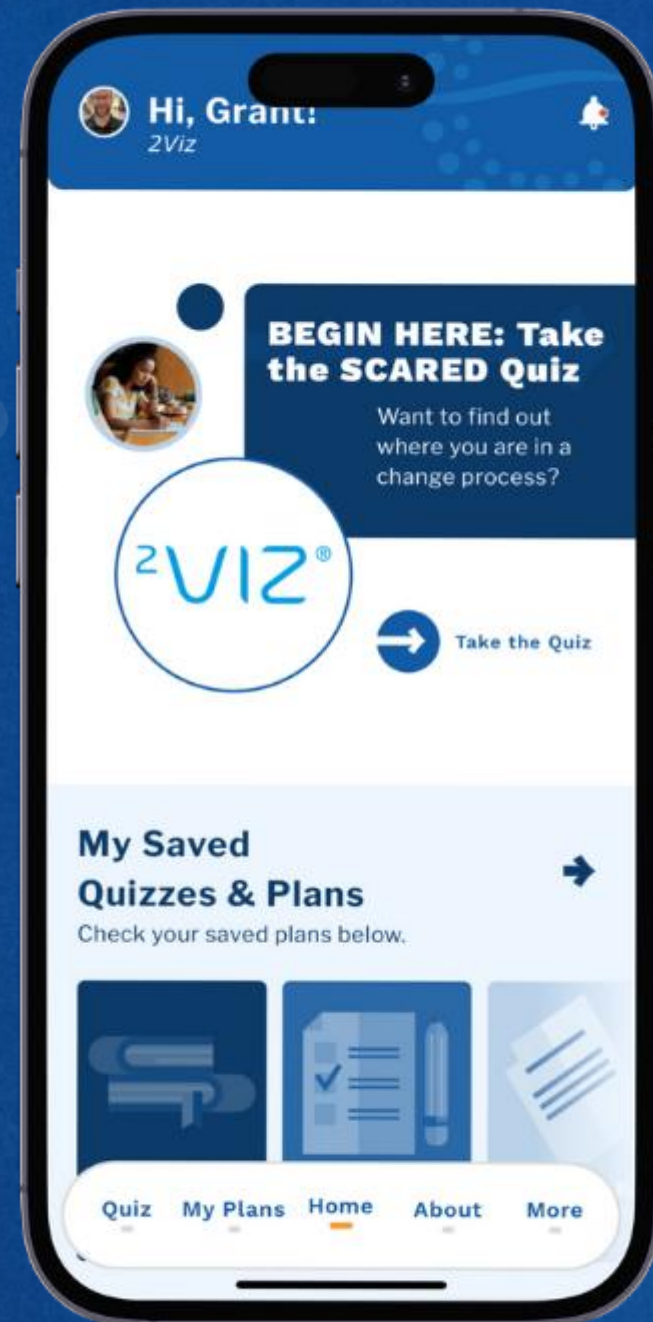
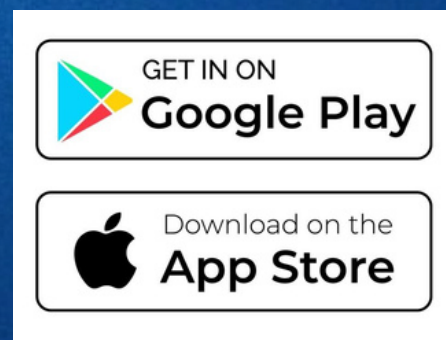
LEARN So What
Strategy

Self Built Action Plan
to Manage Change



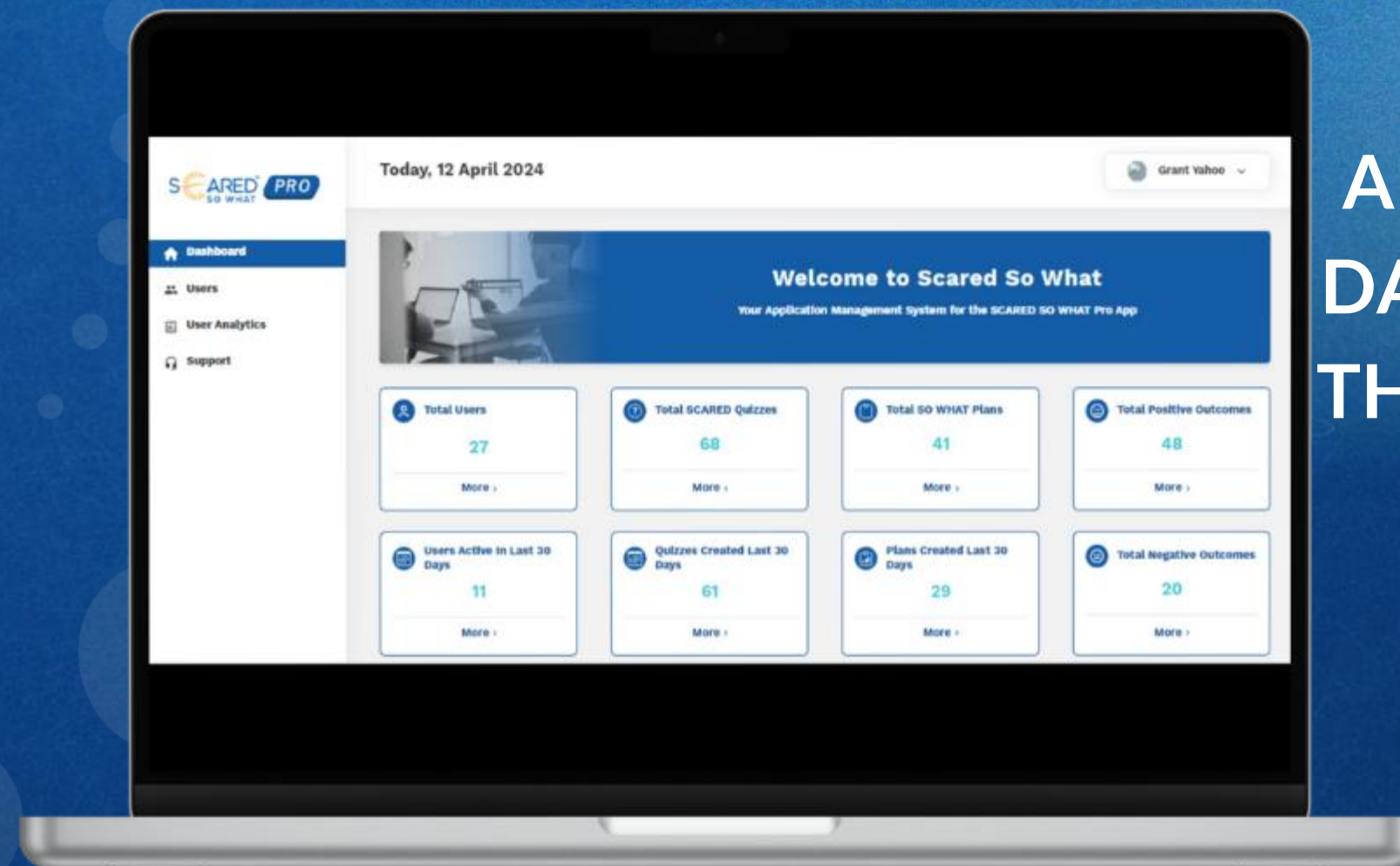


MOBILE
FOR USERS



INTEGRATED
DESKTOP
VERSION FOR
USER CHOICE

COMPLETE PRO APP
MANAGEMENT SYSTEM



ANONYMIZED LIVE
DATA INSIGHTS FOR
THE ORGANIZATION

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®



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

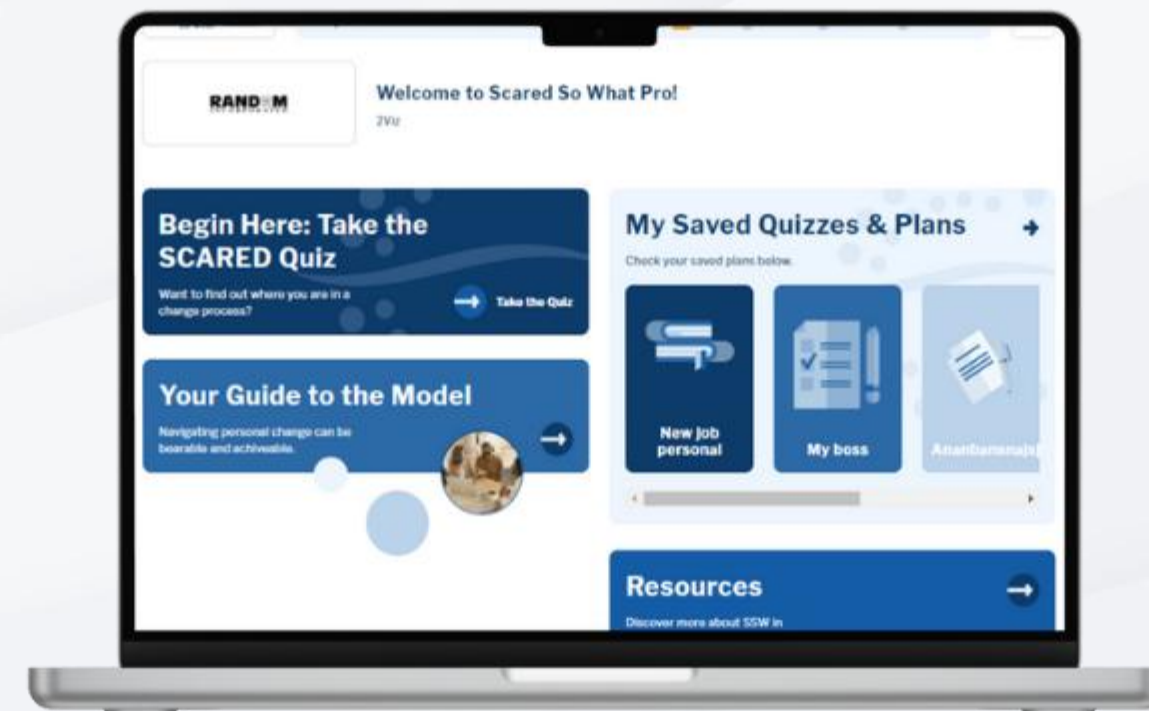


PRO Data Management System

LICENSED PROGRAM

£96 per person/per year.

Enterprise Licensing Available



Endorsed and Certified By:



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.



£7,500 Per Course + **£65** per person for workbooks*

Recommended group size not to exceed 15 - 20 members in one course.

Endorsed and Certified By:



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



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.



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



SUPPORT >

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

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

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www.sswresearchforchange.com



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Your partner in managing and transforming personal and organisational success.

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



The power to manage
Personal Change &
establish a
Transformational
Leadership
foundation is within your
reach!

