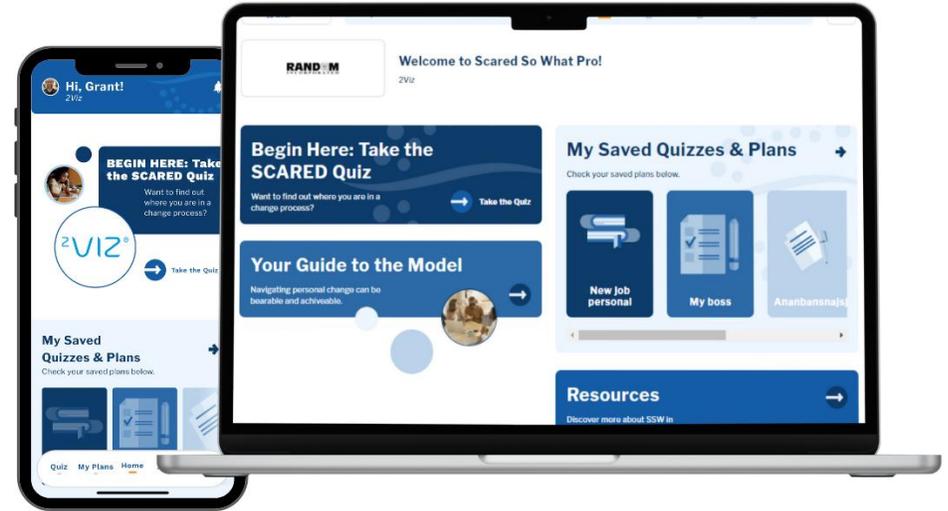




Company Overview

scaredsowhat.com



4.7

Scared So What Ltd.

VERIFIED COMPANY



Personal Change Management & PCM Assurance™
Change Readiness for Transformation Success.

Founder and CEO

Dr Grant Van Ulbrich

Founder, Researcher, Transformation Leader

Dr Grant's work brings together doctoral research, transformational leadership, coaching, and over two decades of global experience leading sales, operations, HR, and organisational change.

Through his MSc and doctoral research, Grant identified a universal insight across industries: **people don't resist change — they resist being left out of it.**

Grant is a Fellow of Cranfield School of Management, the Institute of Training and Occupational Learning (ITOL), the Integrity Centre, and the Institute of Sales Professionals. He is a **TEDx speaker**, award-winning author, and coach to leaders navigating high-stakes transformation.

His mission is simple: equip people with the tools to manage personal change, so organisations can transform with confidence, clarity and humanity.

[FIND OUT MORE](#)



Agenda

Part 1

Why traditional change management fails, and the impact on individuals and organisations.

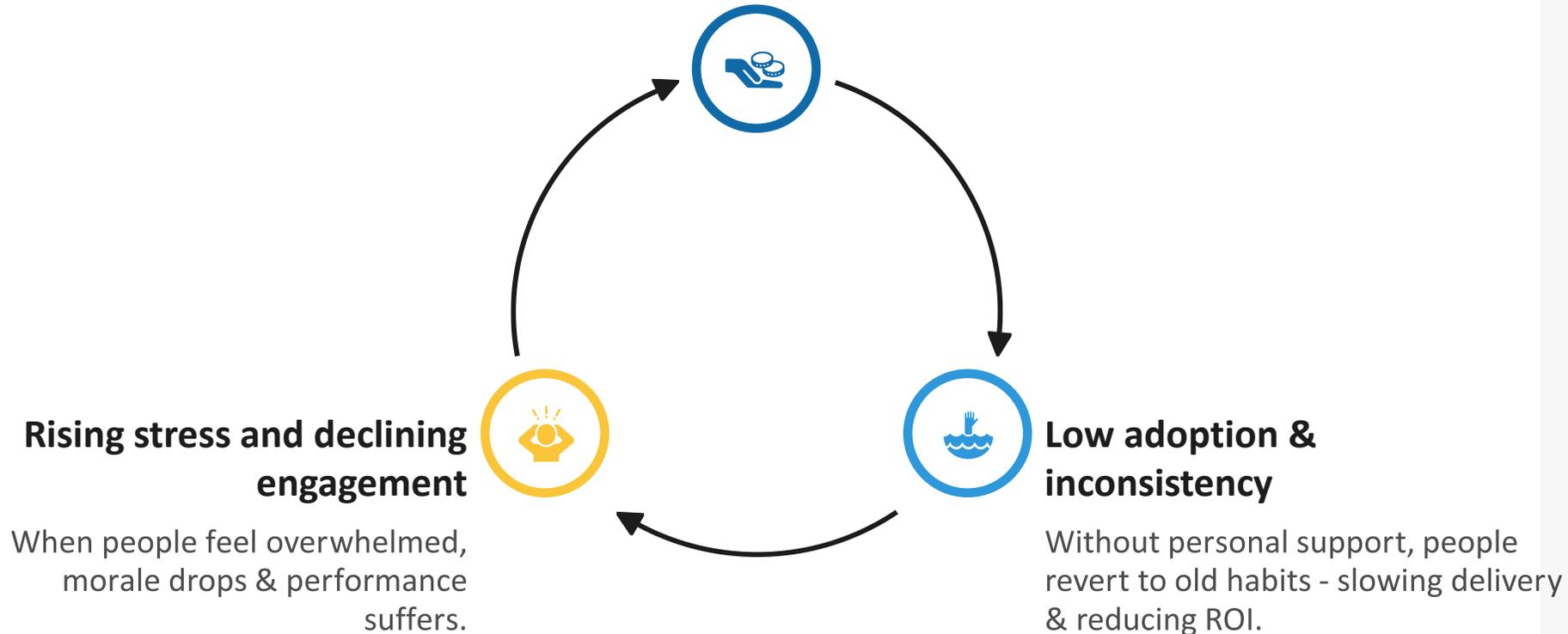
Part 2

The Personal Change Management & PCM Assurance™ methodology, platform, programmes, and commercial pathways.

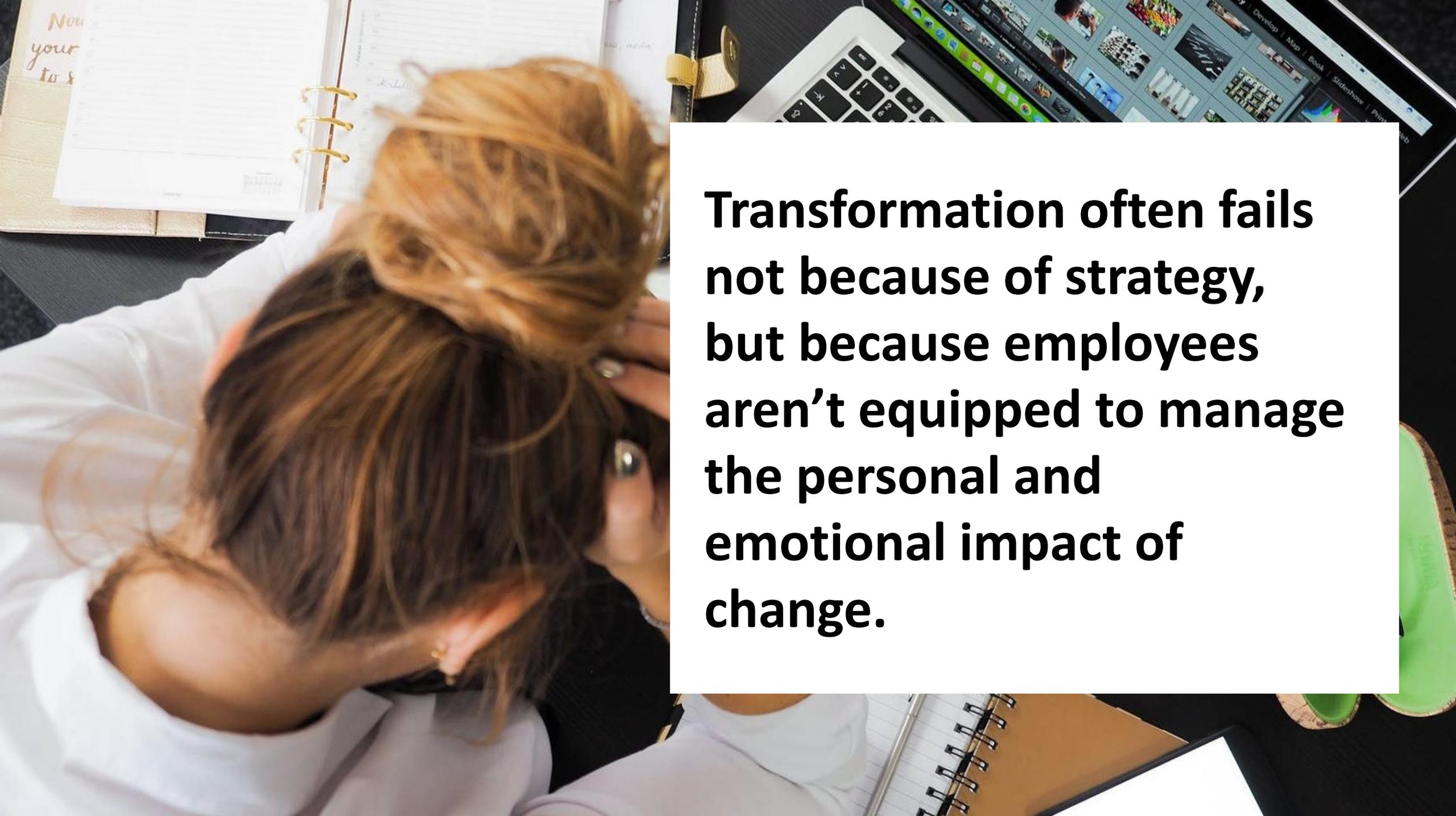
The Impact: RISK

Massive financial waste (£340B)

Failed change drains budgets through stalled initiatives, rework, & lost productivity.



- **Billions lost through failed transformation**
- **Falling engagement and declining morale**
- **Slow, inconsistent adoption across teams**



Transformation often fails not because of strategy, but because employees aren't equipped to manage the personal and emotional impact of change.

Introducing Personal Change Management (PCM) & PCM Assurance™

A new discipline for the human side of change.

A practical, evidence-based discipline that helps individuals understand, navigate and respond to change.

- **Evidence-based, practical, and human-first**
Gives individuals a structured way to understand their emotional and behavioural response.
- **Bridging the gap between organisational ambition and human experience**
Creates alignment between what the organisation needs and what people are ready to do.
- **Enabling individuals to move forward with clarity and ownership**
Reduces stress and hesitation by helping people decide, plan and act confidently.
- **Reducing risk by embedding assurance**
Reduces financial, physical, and commercial risk exposure due to lack of change readiness by the workforce – your strongest asset and biggest exposure in change and transformation.

PART 2

Personal Change Management & PCM Assurance™

Our Mission

To equip every individual with the tools to navigate personal change, giving organisations the assurance to build stronger cultures achieving successful transformation.



Dr. Grant Van Ulbrich

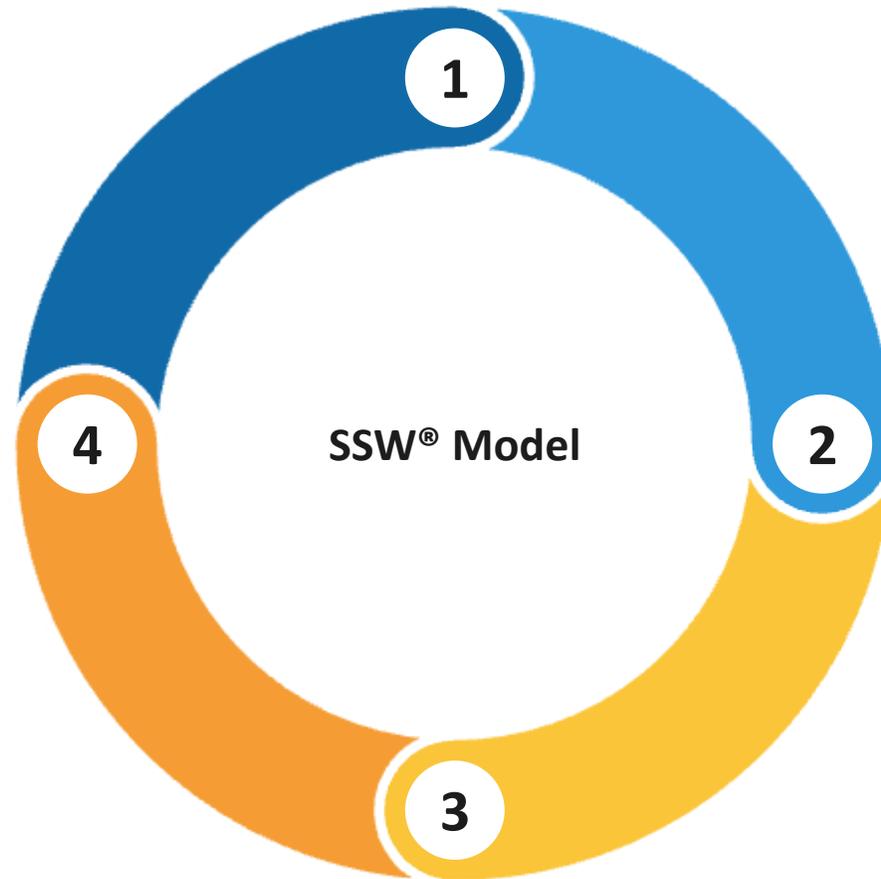
**Founder, Researcher,
Transformation Leader**

Grant is a transformation leader and doctoral researcher with over two decades of global experience across sales, operations, HR and organisational change.

He is the creator of Personal Change Management (PCM) & PCM Assurance™ and the SCARED SO WHAT® methodology, helping people navigate the personal side of change so organisations can transform with confidence.

The SCARED SO WHAT[®] Model

A simple framework designed to help individuals *accept, reject, or remain neutral* to change.



- 1** Reflecting on what the change means for them.
- 2** Deciding with clarity rather than assumption.
- 3** Acting with ownership and confidence.
- 4** Understanding their emotional response.

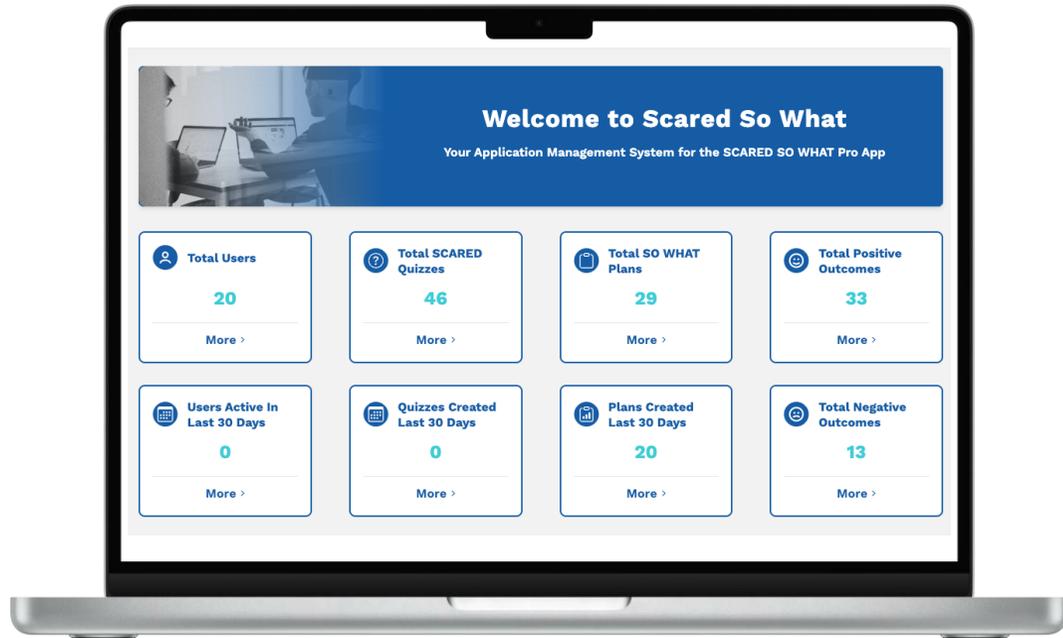
Product & Solutions Overview



The SSW[®] App Suite

- Guides individuals through structured personal change
- Helps build personalised action plans
- Reduces stress, anxiety and resistance
- Works alongside any organisational change model
- Available on desktop and mobile app
- Enterprise-ready and confidentiality-first

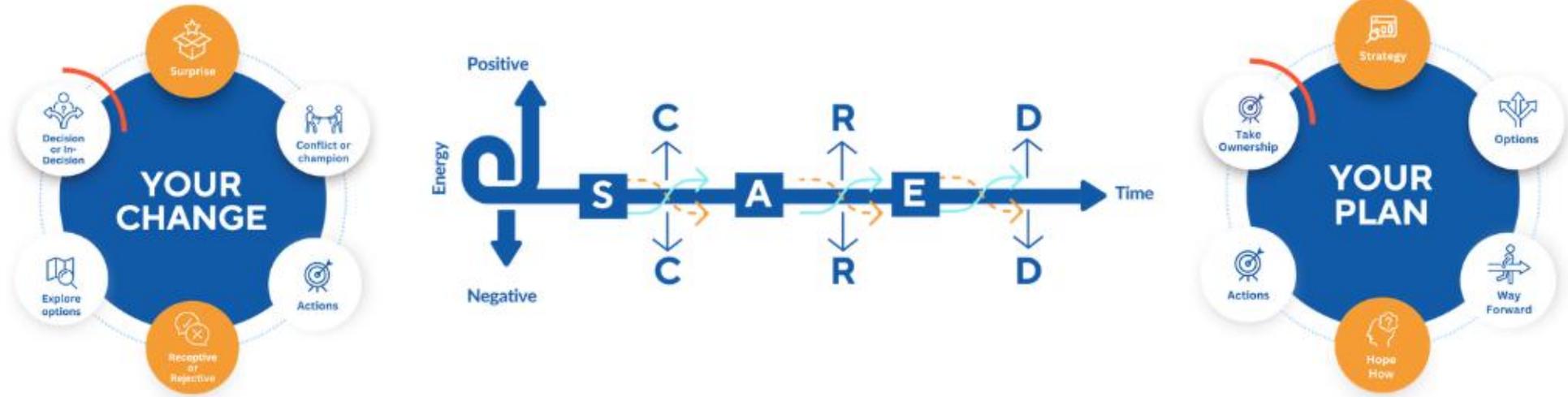
Product & Solutions Overview



Live Data Insights (Dashboard)

- Real-time sentiment and behavioural insights
- Identifies change scenarios and support needs
- Enable more inclusive, targeted conversations
- Equip leaders with actionable insights during transformation

Product & Solutions Overview



The SSW[®] Model

- Evidence-based, non-linear model, academically grounded
- Supports individuals to reflect, decide, action and own change
- Sets the foundation for individual change readiness vs resistance

Product & Solutions Overview

Certification & Leadership Pathways

- PCM Instructor
- PCM Coach
- Transformational Leadership Programme



- Accredited by CPD and ITOL.
- Endorsed by The Oxford Review



Product & Solutions Overview



Compliance & Security

- GDPR / CPRA compliant
- Confidentiality-first architecture
- Zero individual-identifiable sentiment data
- Enterprise-level data privacy controls

One Integrated System for Inclusive Organisational Change

1 **Personal Change Management (PCM) is...**
The individual capability to navigate change successfully.
Different from Organisational Change because it equips the person, not just the programme.

2 **Scared So What® is...**
The world's first Personal Change Management model, delivered through certification and enabling technology. It equips people with a practical method to understand, engage, and take ownership of change.

3 **PCM Assurance™ is...**
The organisational assurance that people are truly change-ready.
It verifies capability, adoption, and readiness so transformation succeeds through people.

Trusted by organisations navigating complex, high-stakes change



“ Dr. Grant’s session on SCARED SO WHAT was brilliant ”

Stephanie
Thames Valley Police



“ Highly recommended, and would advocate for this process at any turn. ”

Dominic Philips
N8 Talent Search



“ I would recommend it to any organisation and individual who is looking to navigate change. ”

Jon Nicolson
Royal Mail & Parcelforce



“ A game changer! If you are SCARED, SO WHAT! ”

Niky Ficken
Early Years Alliance UK



“ Professional. Informative. Thought-Provoking. ”

Louis Fernandes
CRO Connected



“ Change is a human experience. ”

Linda Vazquez
Access Cruise Inc.



[See all reviews on our Trustpilot page](#)

**When
Change
happens,
Scared So
What
empowers**

Flexible ways to work with SSW®

PCM PRO App (Enterprise Licence)

Rollout across teams or entire organisations.

Certification Programmes

Build internal coaches and instructors.

Transformational Leadership Programme

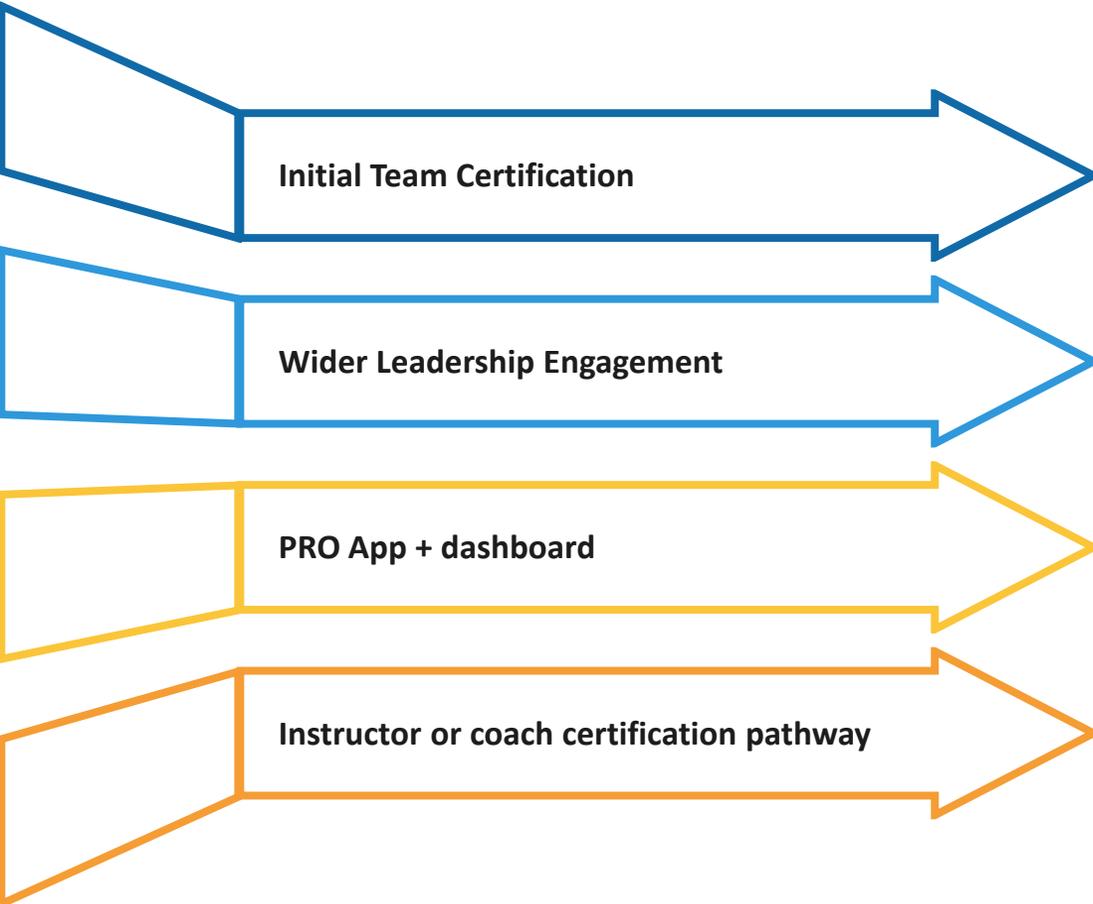
Equip leaders to guide people through change.

Executive Advisory & Coaching

Specialist support for high-stakes transformation.

How we roll this out

A simple, low-friction way to embed change



**Structured rollout helps
establish inclusion,
engagement, and
ownership.
(PCM Assurance)**

Designed to demonstrate impact quickly.

Why Personal Change Management, PCM Assurance™ with Scared So What®

A complete solution for the human side of change.



First bespoke personal change model



First personal change technology

Mobile + Desktop



Accredited certifications

CPD, ITOL, Oxford Review



Real-time personal change data for leaders



Evidence-based, academically grounded



Proven with enterprise clients

Royal Mail, Parcelforce, Police, Fire & Rescue



Equip your people to manage personal change, so your organisation has the assurance it transforms faster.

Book a conversation or request a demo today.

+44 (0)20 3911 3535

info@scaresowhat.com

www.scaresowhat.com