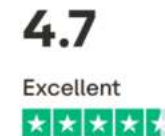
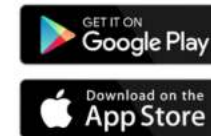




# Company Overview

scaredsowhat.com

Transforming Change,  
Empowering People.



# Agenda

## Part 1

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

## Part 2

**The SCARED SO WHAT® methodology, platform, programmes, and commercial pathways.**



# The Problem

Most change programmes focus on process, **not** people.



## Emotional friction slows progress and adoption

Unmanaged feelings  
lead to hesitation,  
resistance, and delayed  
decisions.



## People lack tools to manage their reactions

Without structured support, reactions default to stress, uncertainty, and overwhelm.



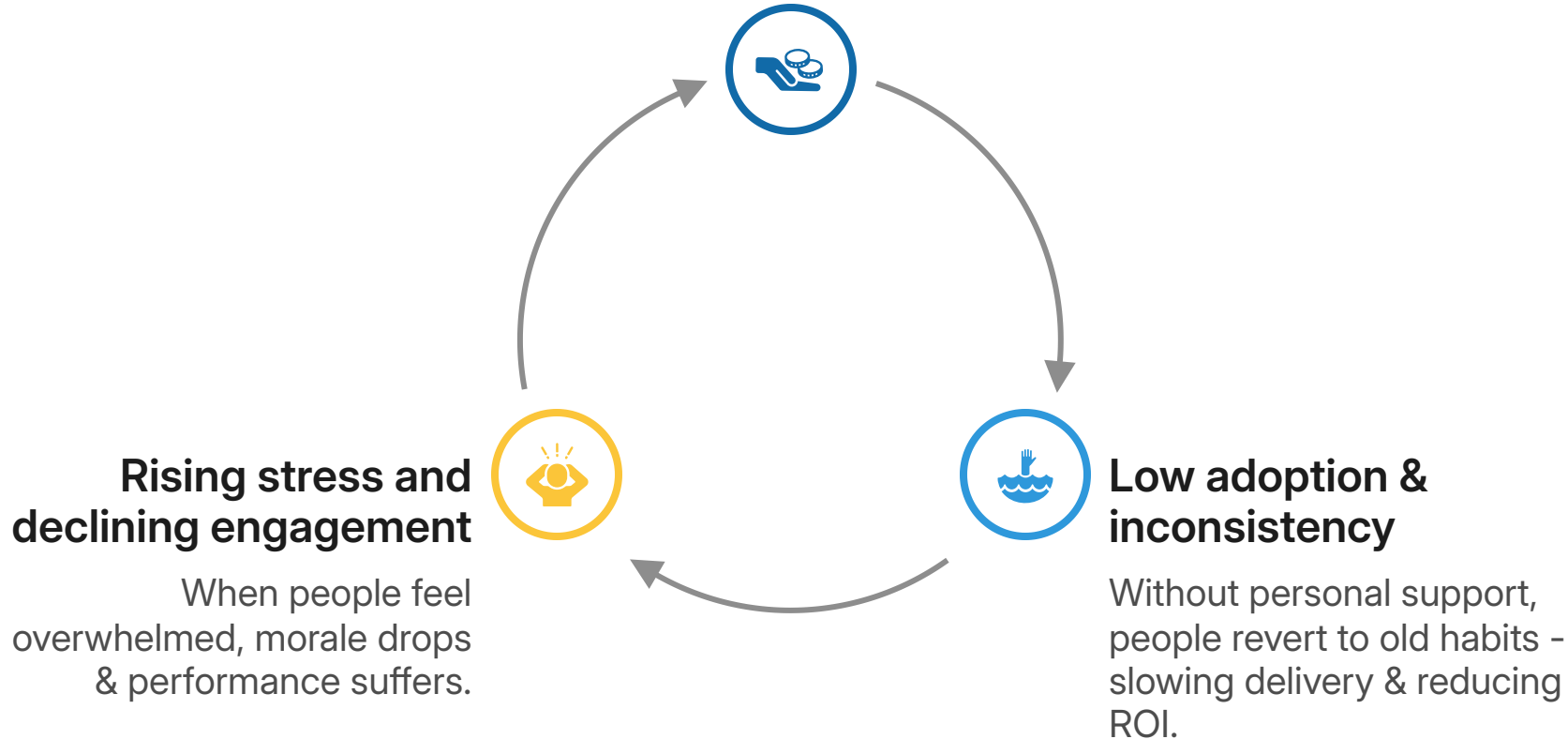
# Leaders can't see where their people are struggling

Without real-time insight,  
early warning signs stay  
hidden until they affect  
delivery.

# The Impact


## 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)

**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.

PART 2

**SCARED SO WHAT®**



# Our Mission

**To equip every individual with the tools to navigate personal change, so organisations build stronger cultures and achieve successful transformation.**



## **Dr. Grant Van Ulbrich**

**Founder, Researcher,  
Transformation Leader**

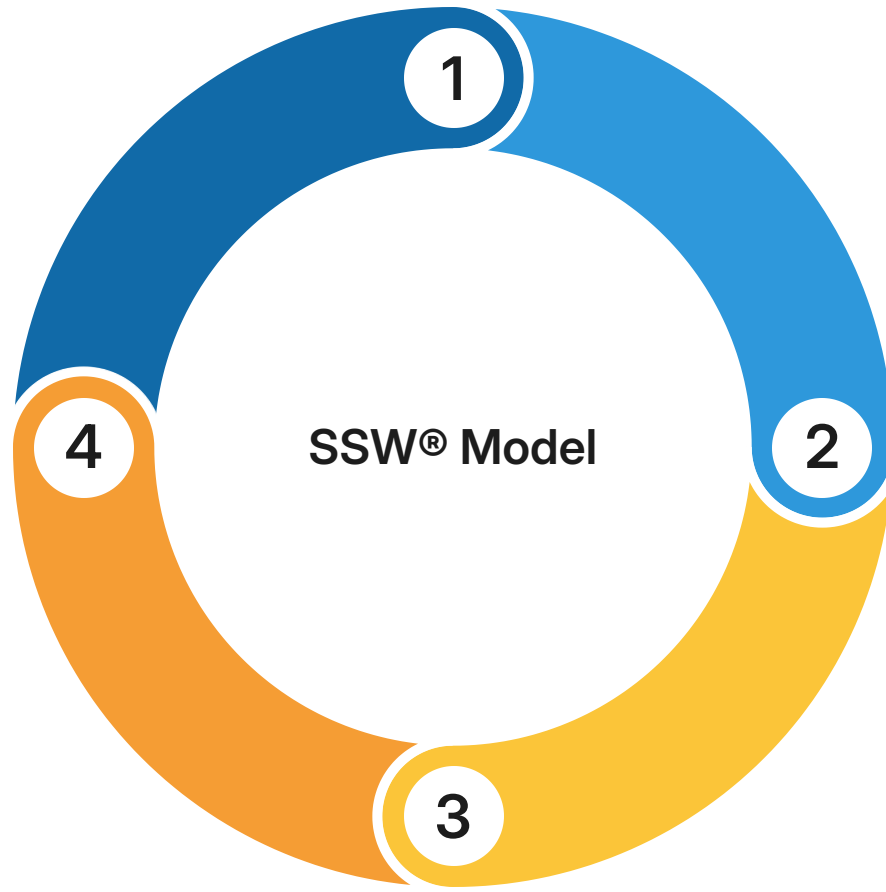
Grant is a transformation leader and doctoral researcher with over two decades of global experience across sales, operations, HR and organisational change.

He is the creator of Personal Change Management (PCM) 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.

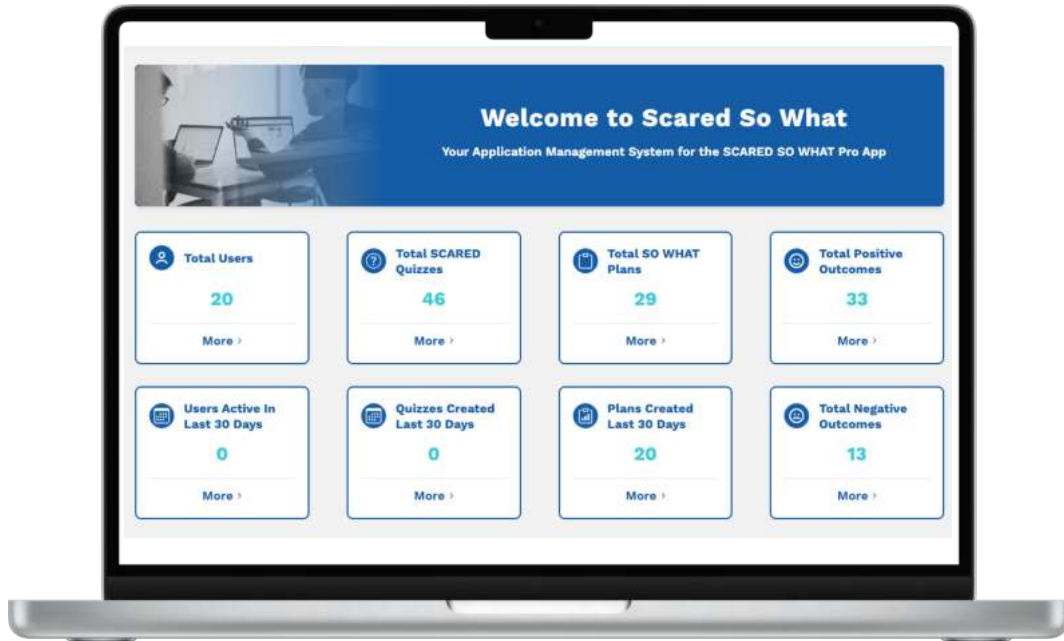
# Product & Solutions Overview



## 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

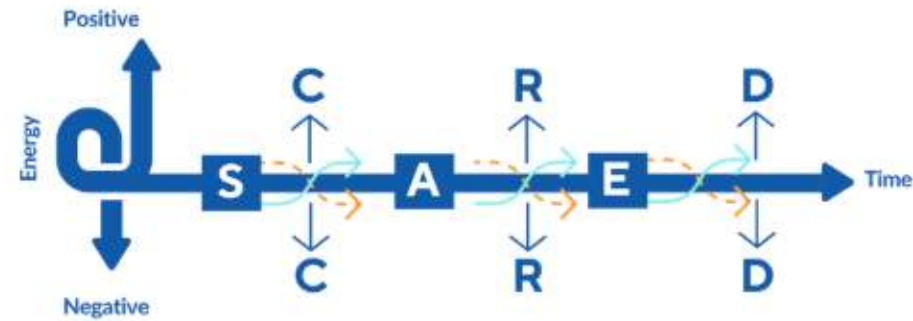
# Product & Solutions Overview



## 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

# Product & Solutions Overview

**One Integrated System for Inclusive  
Organisational Change**

# 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**

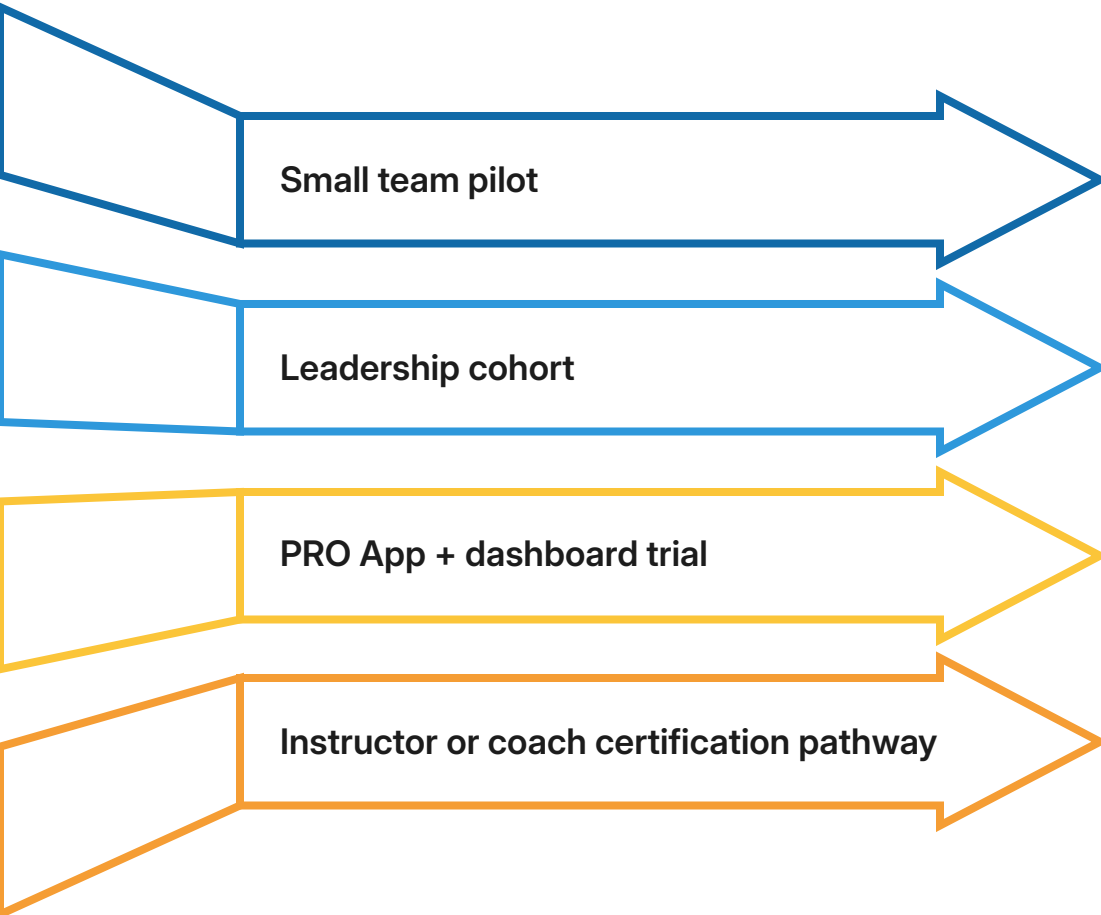
Equip leaders to guide people through change.

### **Executive Advisory & Coaching**

Specialist support for high-stakes transformation.

# Start With a Pilot

A simple, low-friction way to test it out



**Pilots help establish inclusion, engagement, and ownership early - the foundations of a transformation culture.**

Designed to demonstrate impact quickly.

# Why 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



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](#)



**TEDx**



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# **Empower your people to manage personal change, so your organisation transforms faster.**

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Book a conversation or request a demo today.

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