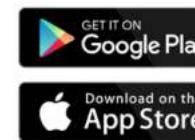




Company Overview

scaredsowhat.com

Transforming Change,
Empowering People.



Trustpilot

Scared So What Ltd.

VERIFIED COMPANY

4.7

Excellent



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



- **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

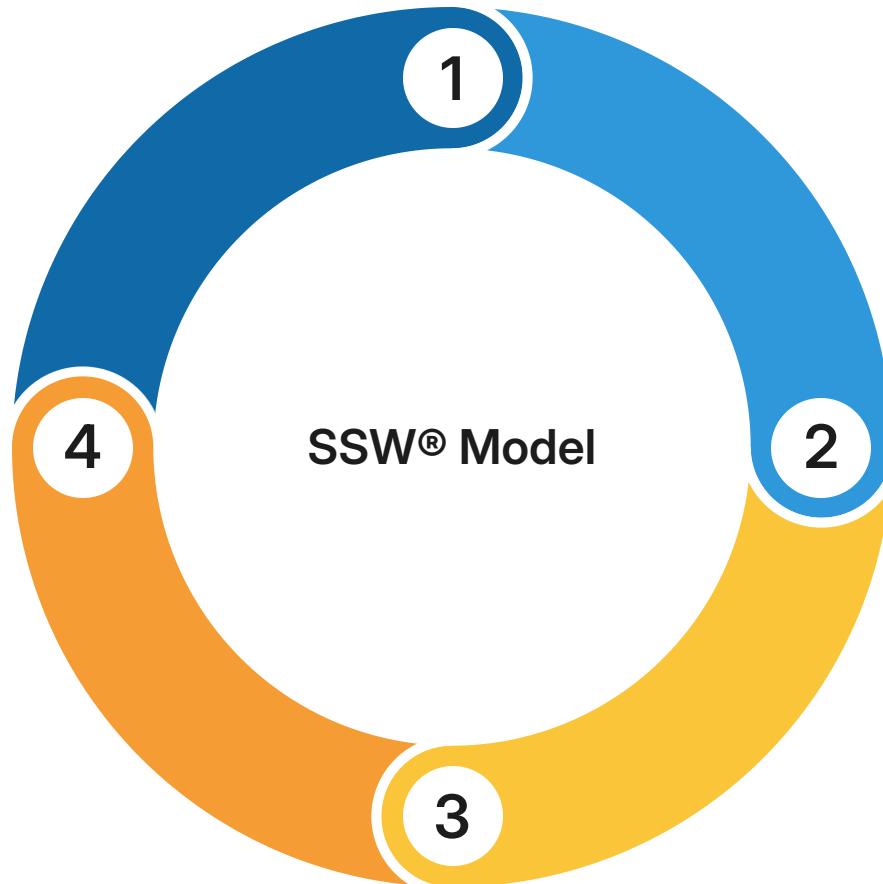
Founder, Researcher, Transformation Leader

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.

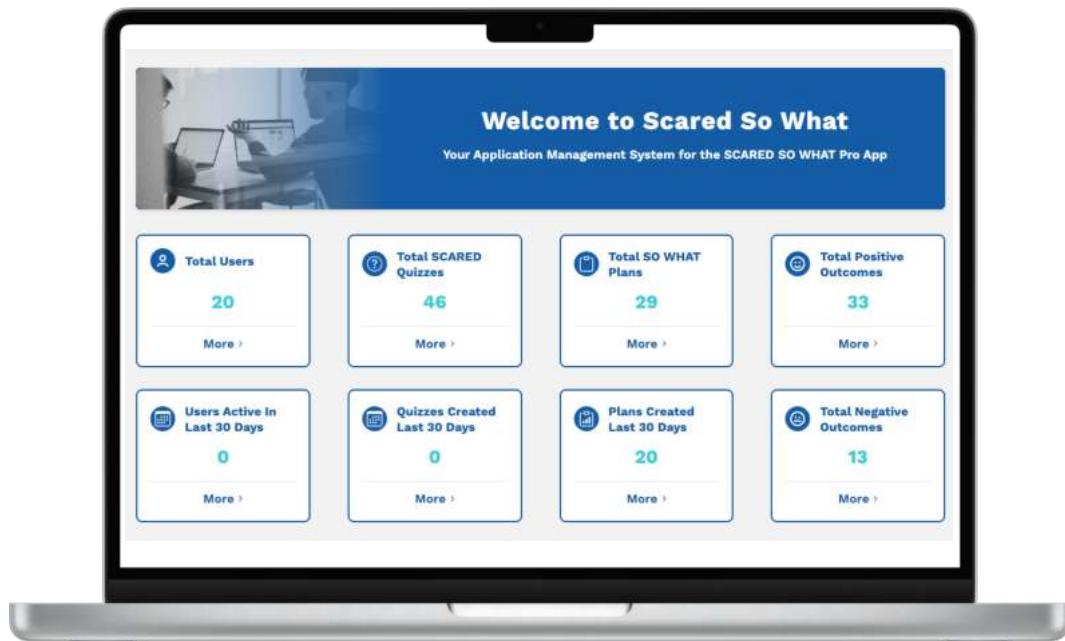
Product & Solutions Overview



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

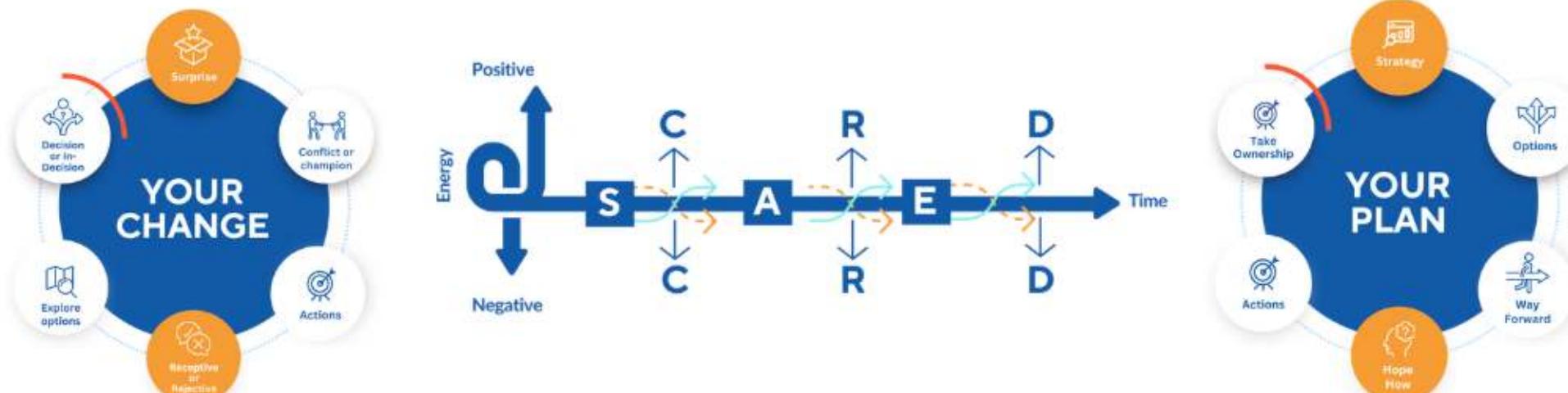
Product & Solutions Overview



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



ROYAL BERKSHIRE
FIRE AND RESCUE SERVICE



THE INTERNATIONAL
Journal of Sales
Transformation



“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

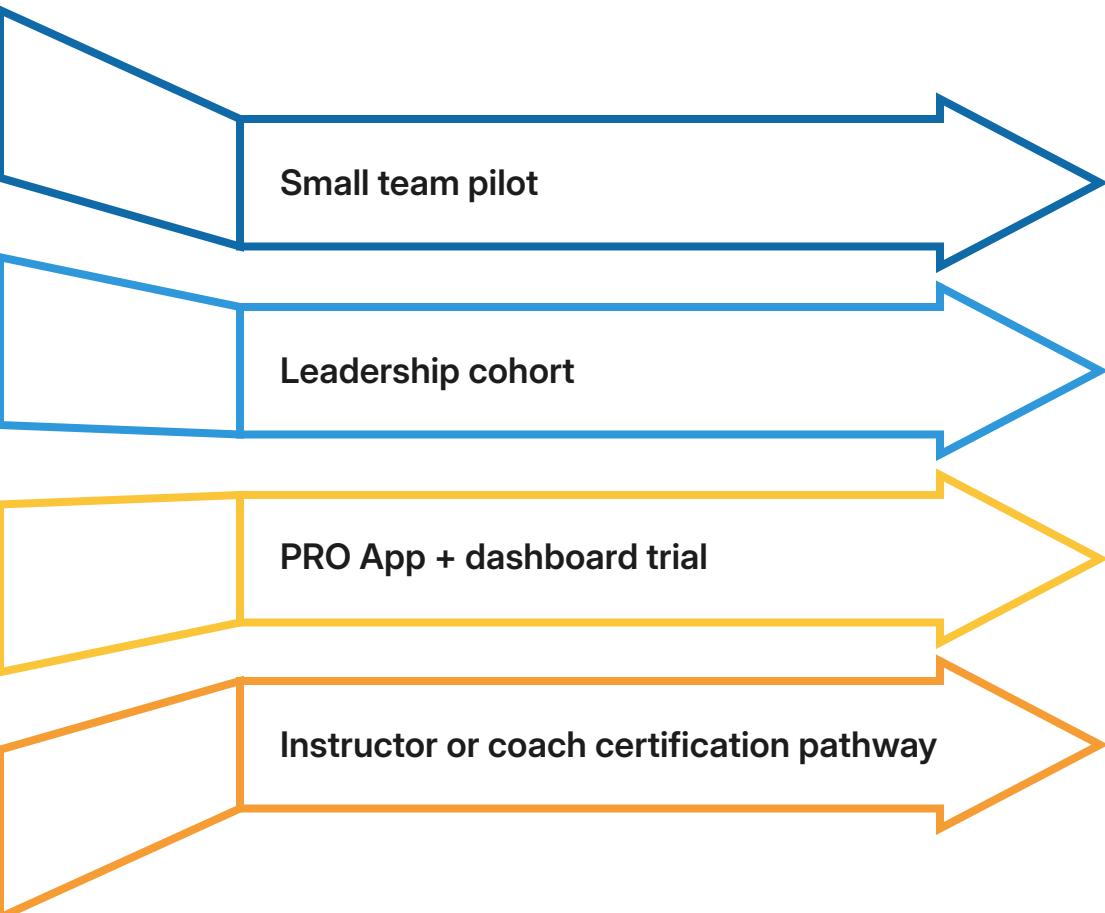
Equip leaders to guide people through change.

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



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

Book a conversation or request a demo today.

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