

# The Power to Manage Personal Change

**SCARED**<sup>TM</sup>  
SO WHAT

Making Change Work @ Work,  
Home, and on the Go!

**Dr. Grant Van Ulbrich**  
Founder & Chief Researcher  
[www.scaredsowhat.com](http://www.scaredsowhat.com)

Jan 2025



# WHAT IS IT?

Ever wondered why organizational change has such a high failure rate? We know the answer from extensive academic and practical global research. The reason why, is the lack of inclusion of individuals and the absence of a true personal change model designed to support individual critical reflection on personal 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.

Introducing the world's 1st bespoke model for learning how to manage personal change. Regardless if the change is small or large, positive or negative, this 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** supports individual change management when used by itself. It enhances organizational change opportunity when used first. Once individuals are onboard, an organizational change model can be used to process the organizational change structure through. Now you're managing total change transformation, inclusive of the individual and the organization itself.

The same goes for sales and customer service. Telling customers "I'm sorry, there's nothing I can do." is simply not true. Learning how a customer is experiencing personal change allows the representative to help guide them through the change and make sales and service failures become successes when we demonstrate empathy, sincerity, solutions, and care.

**SCARED SO WHAT** model and the book **Transforming Sales Management**, has been endorsed by global leaders at:





# Who we are?

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

Offering a unique approach towards change managment, we focus on the individual first, within and outside of the organization to allow them to improve overall mental wellness, overcome anxiety, stress, and relieve un-neccesary worry through the ability to manage personal change.

**We are Pracademics working through professional practice and academia.**



**Claudio Martinez**

Sales, Marketing  
Operations



**Dr. Grant Van Ulbrich**

Founder & Chief  
Researcher



The logo for ITOL (Institute of Training & Occupational Learning) features the word "ITOL" in a large, white, sans-serif font. The letter "i" is lowercase and has a white dot above it. The letters "T", "O", and "L" are uppercase.

INSTITUTE OF TRAINING &  
OCCUPATIONAL LEARNING

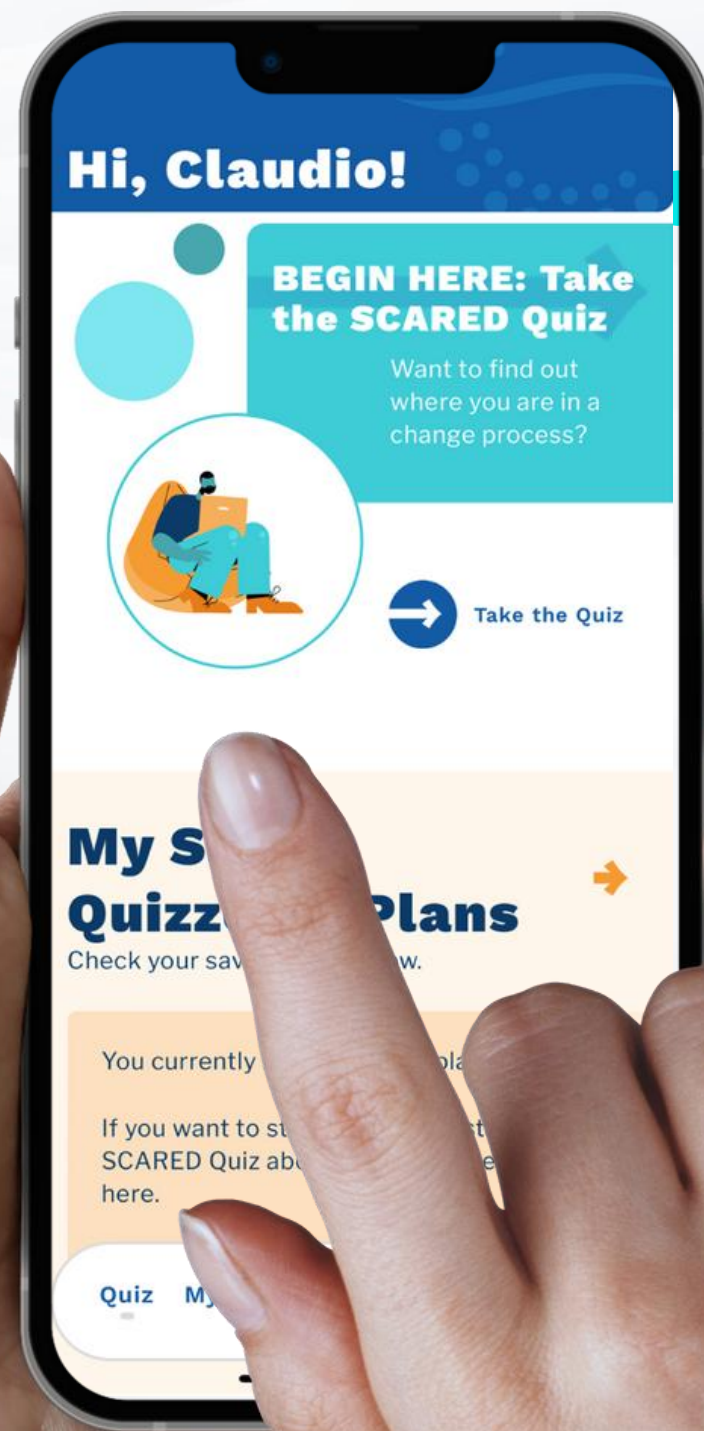
The logo for CPD Member features the letters "CPD" in a large, white, sans-serif font. The letter "C" is lowercase and has a white dot above it. The letters "P" and "D" are uppercase. Below "CPD" is the word "MEMBER" in a smaller, white, sans-serif font.

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.





## WHO CAN BENEFIT?

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 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. Sports Players, Police, Fire, Patients, Doctors, Nurses, Transitioning Veterans, employees, 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.

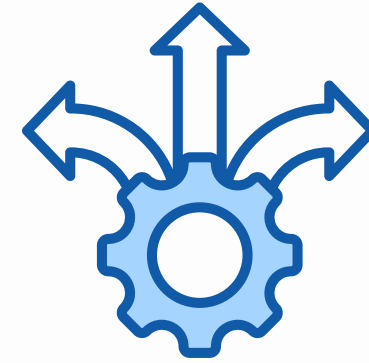
At the core are action & reflection points: Actions generate information to allow one to data inputs. Critical reflection allows one to analyze and begin to assess their feelings.

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.



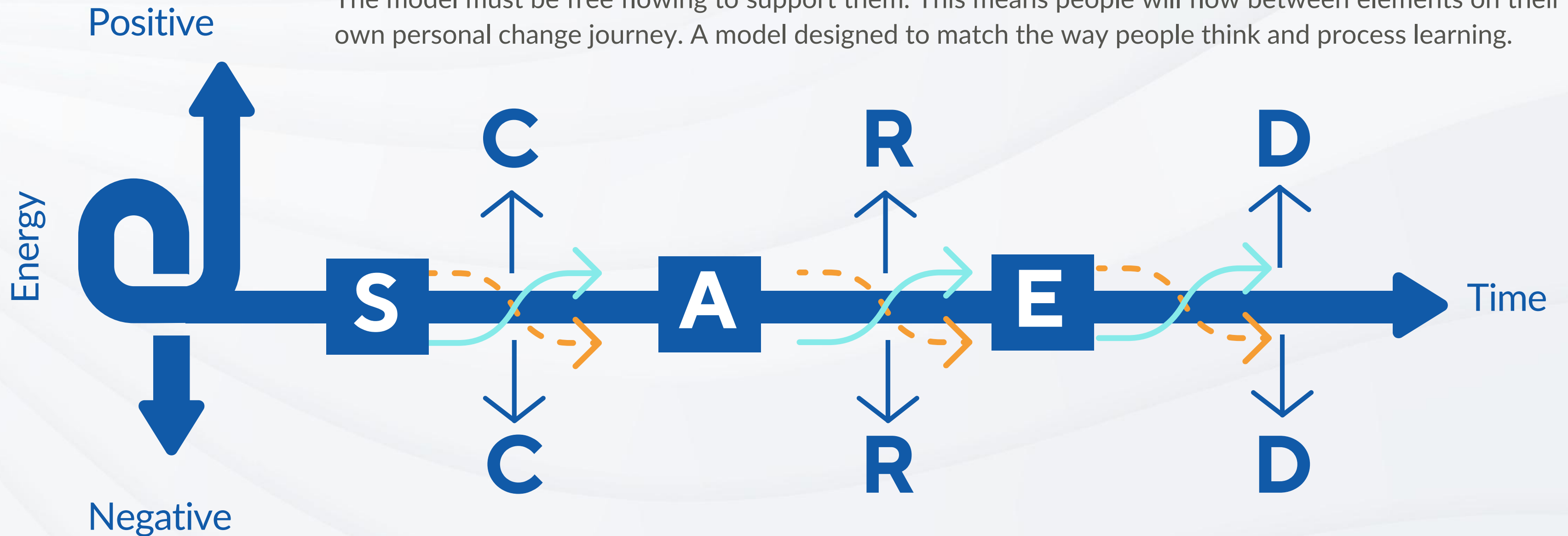
# THE MODEL

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?"



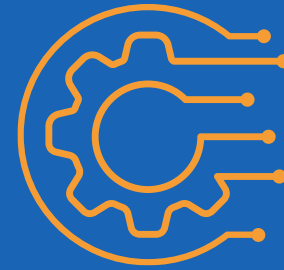


# OUR SERVICES



## 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.



## Personal Change Management technology

App based technology to manage personal change at work or on the go within the palm of your hand. Digital access to quantitative and qualitative change management tools. Customizable for the organization's needs.



## Education / Coaching / Key Note

Educating leaders and members on the importance of individuals and employee support within change management to achieve change success. Utilizing Scared So What methodology as a reflective personal coaching mechanism. TEDx Key Note speaker and workshop delivery.



# 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
- See expert guidance on your results
- Build your own action plan
- Save all your results to revisit later
- Access to resources and support
- Academic reference included
- Connect & follow community
- Customizable for organizational needs and use

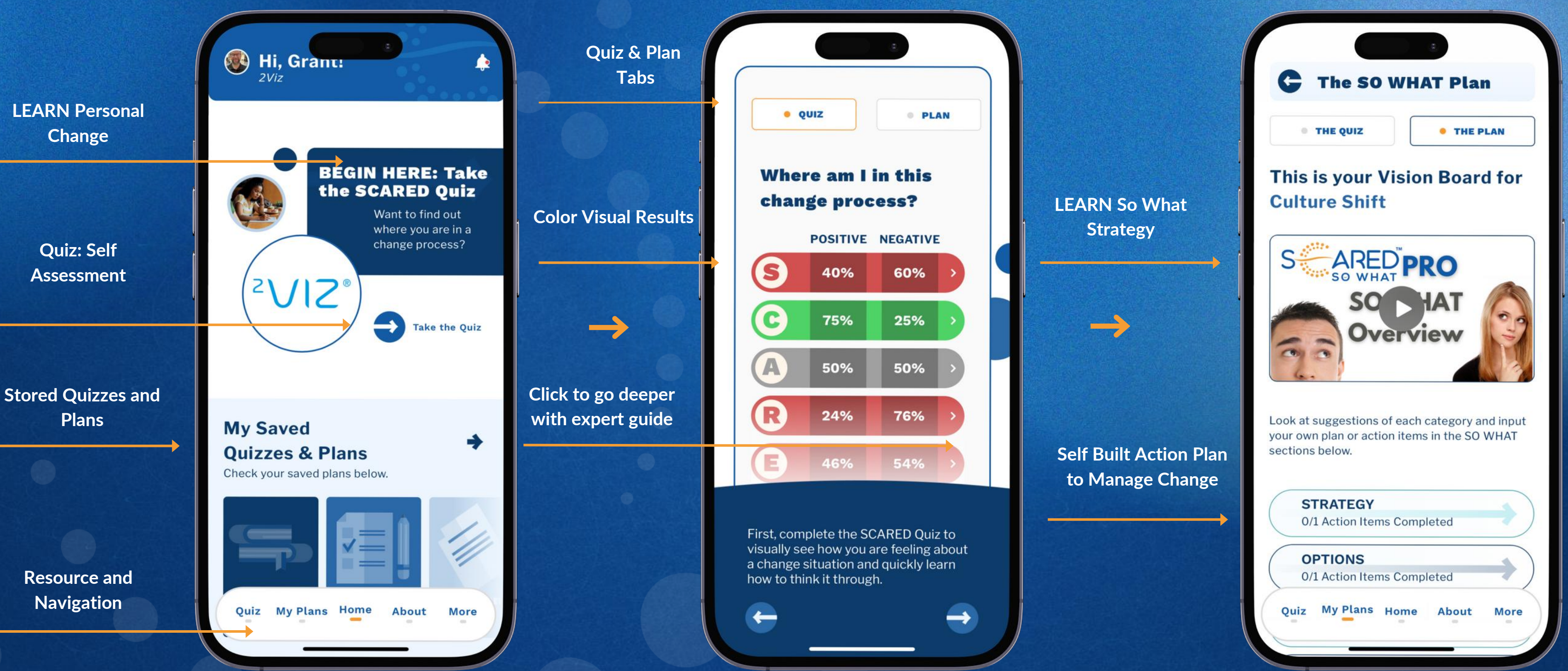
Take control over stress, anxiety and personal change!



THE APP |







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

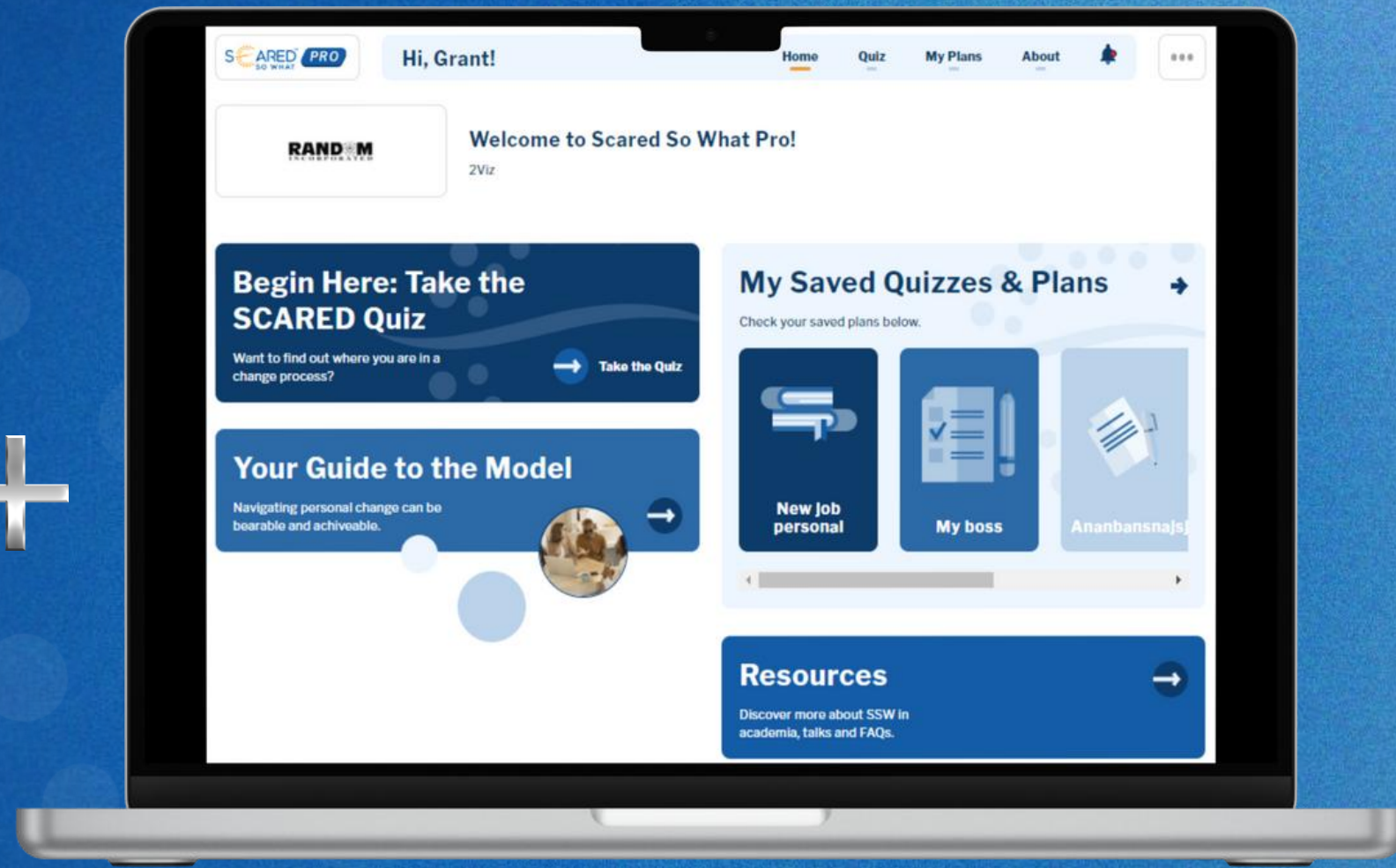
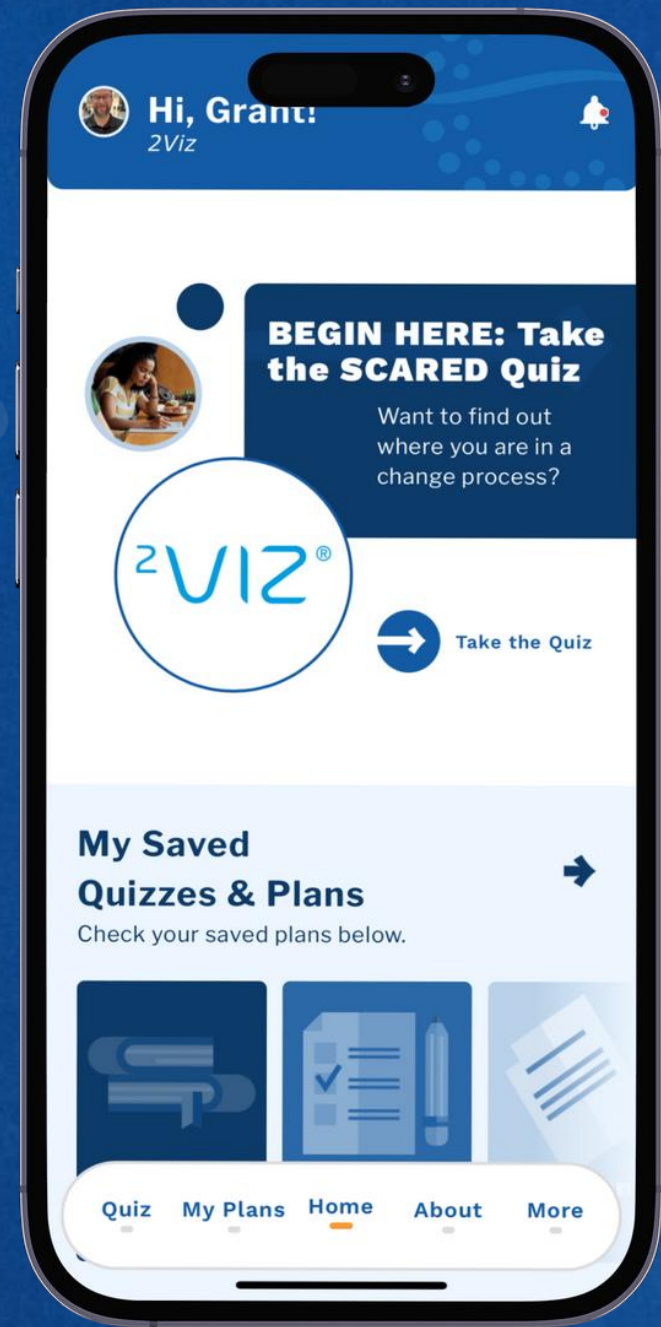
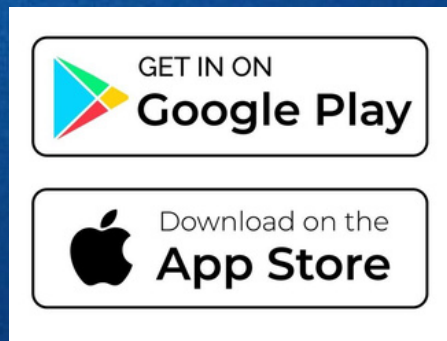
LEARN So What Strategy

Self Built Action Plan to Manage Change





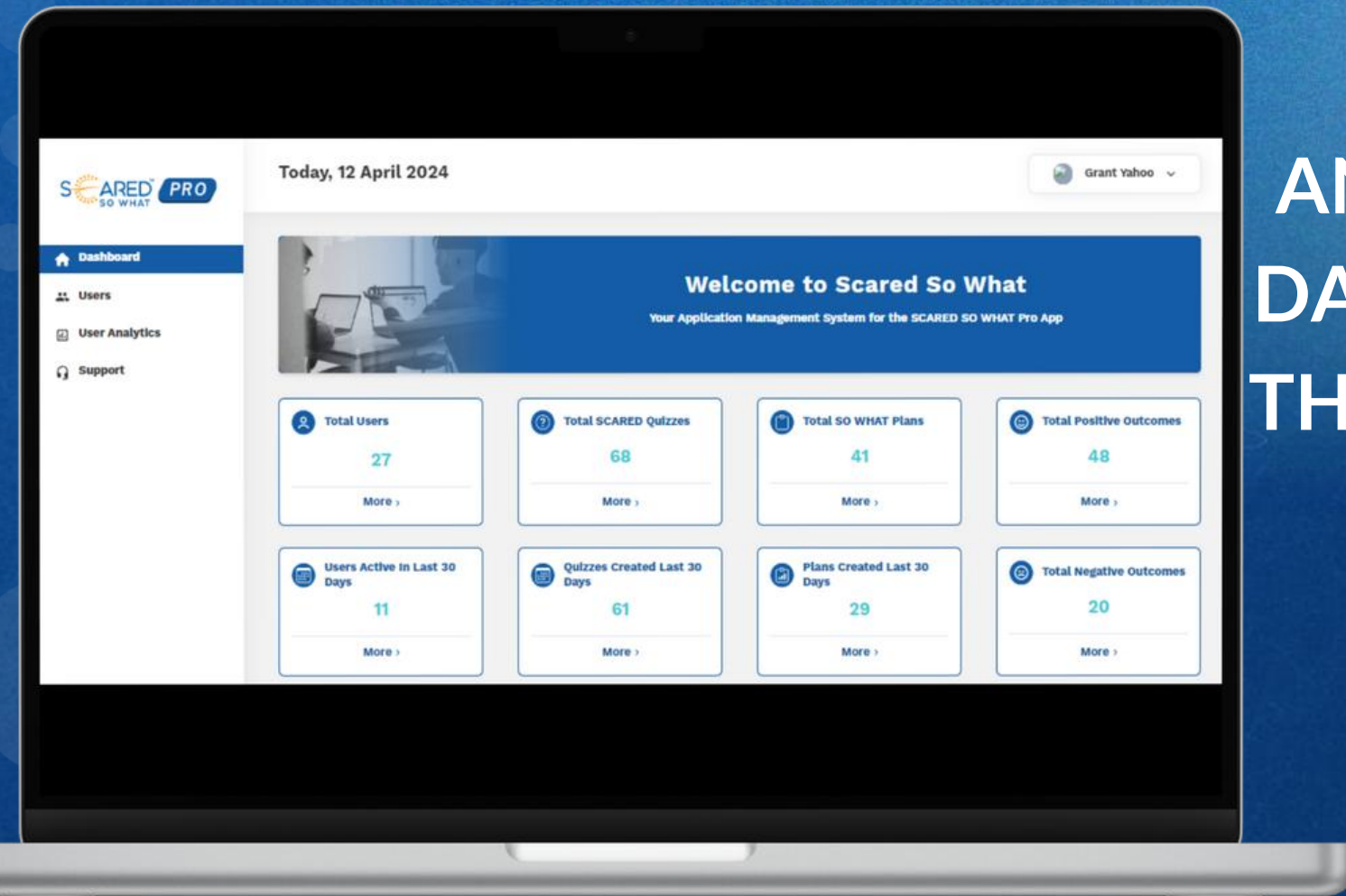
MOBILE FOR USERS



INTEGRATED DESKTOP VERSION FOR USER CHOICE



COMPLETE PRO APP MANAGEMENT SYSTEM



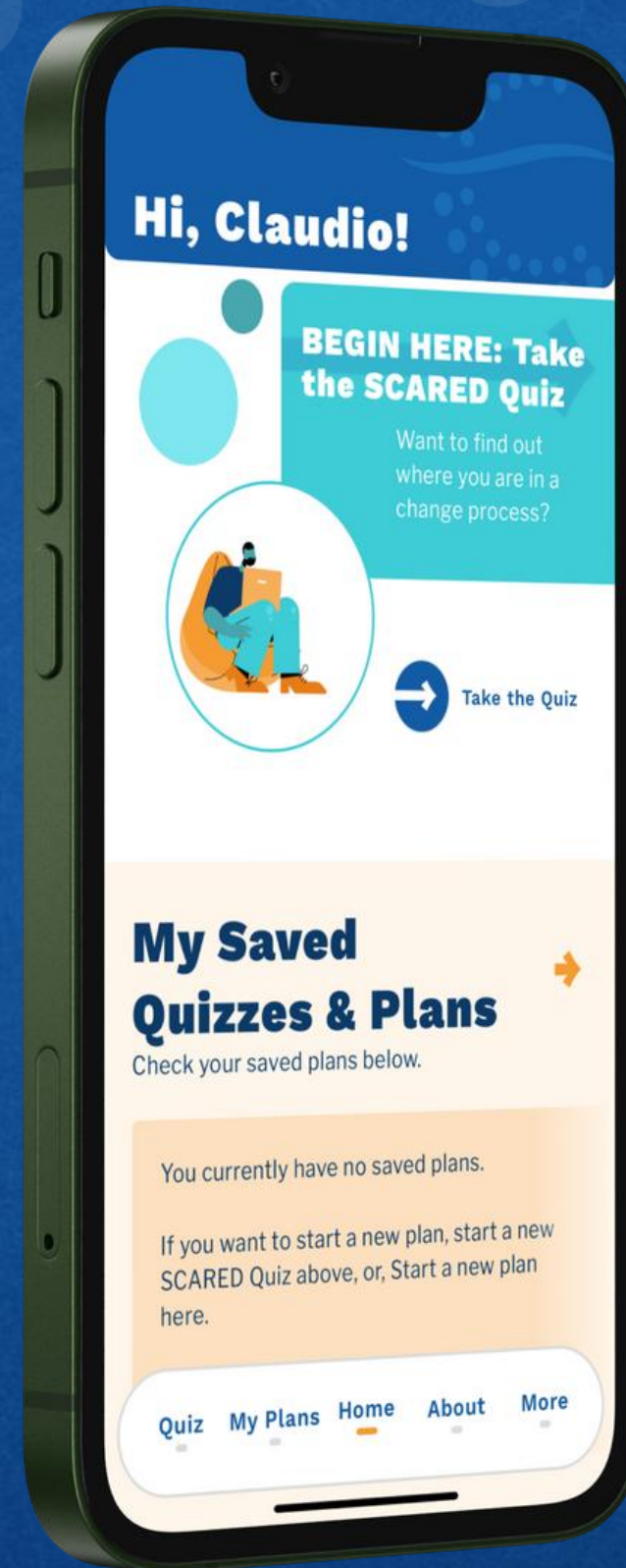
ANONYMIZED LIVE DATA INSIGHTS FOR THE ORGANIZATION



# WHO IS THIS FOR? >

## PEOPLE!

- Anyone and everyone can learn how to manage personal change for themselves.
  - Improved mental health and wellbeing by reducing stress, anxiety, fear and worry and assumptions.
  - Change is constant, it's personal. YOU can learn how to make the best of it for you and your colleagues, family and friends.
- 
- Free for Education (Standard APP)
  - Licensed for organisations (PRO APP)
  - Instructed in university / education



FOR EVERYONE |





# Scared So What™ helps organisations and individuals manage effectively through change

## Benefits to the Individuals

- Can positively impact sales and customer experience when members know how to support personal change scenarios.\*
- Enables understanding of feelings related to the change.
- Guides individuals to making informed and well-thought through decisions vs assumption.
- 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.

## Benefits to Organisations

- Greater sales closure and customer experience when able to incorporate needs of the customer.\*
- 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.

\* Ability to affect financial and employee / leadership / Guest Satisfaction KPIs



# THE BOOK

Born out of sales transformation research, this is the first award winning book of its 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.**





# THE BOOK

## ESSENTIALS

The first complete book on total transformation that includes the individual

In one book you can:

- Review and learn the top 8 global organizational change models
- Understand their use and function within the organization
- Gain valuable insight on the importance of the individual
- Learn about the first model for personal change
- Learn how the **SCARED** model supports informed decision making
- Witness the gap between decisions and actions
- Learn how to create your own **SO WHAT** plan to champion change
- Transform your own thinking to be able to master personal change

This book is for everyone -  
not just salespeople!

 Available on  
**amazon.com**



**THE BUSINESS  
BOOK AWARDS**

in Partnership with Pathway Group

THE BOOK |





# SUPPORT >

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





**Financials:** Certification Program, Model and Systems are accredited through ITOL, CPD, and backed by The Oxford Review.

## Certification



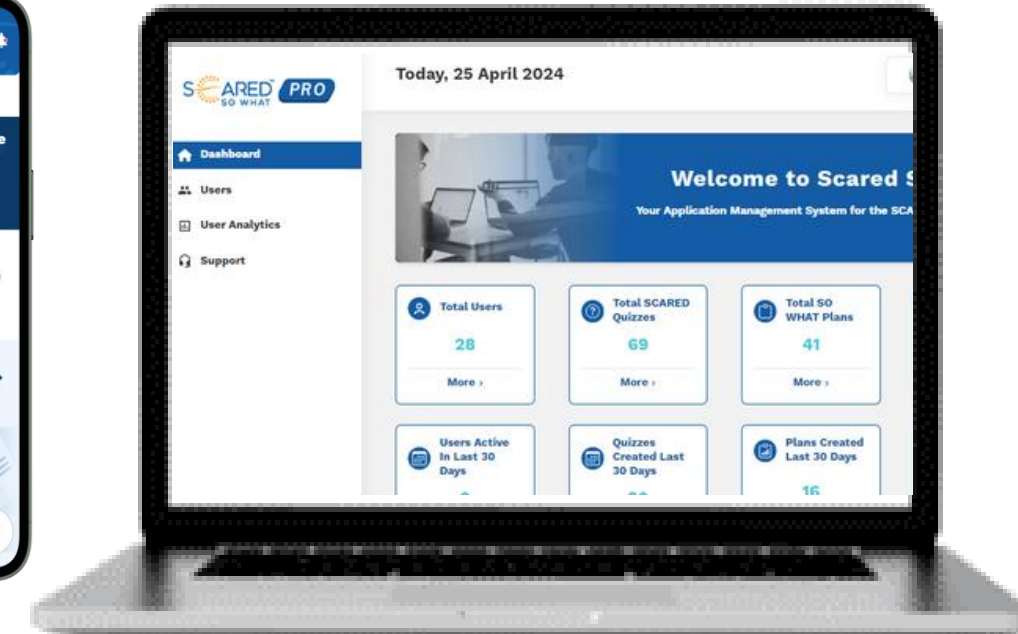
**Program consists of:**

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

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

**\*Enterprise pricing is available.**

## PRO Data Management System



**Licensed Program:**

Retail £96 per person / year\*

**\*Enterprise Licensing available.**

Some elements of the app are customisable for a development fee.



# REQUEST A DEMO

 [info@scaredsowhat.com](mailto:info@scaredsowhat.com)

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

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

 **+44 (0) 20 3911 3535**

 **Social Media: @Scaredsowhat**

## Your partner in managing and transforming personal and organizational change success.

Contact us for:

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





# 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®





# About us

**SCARED SO WHAT** offers a unique approach on personal and organizational change management. Our uniqueness is that while most organizational change management focuses on the organization, we focus on the individual AND the organization.

Global change experts and research shows that organizational change has a high propensity towards failure. And when you ask why, the answer points towards lack of focus being given to the individuals expected to carry out the change. That's where we succeed by bridging the gap between the organization and the people who are intrinsically involved in the change.

The approach was developed through academic research and tested within global business.

## Dr. Grant Van Ulbrich, Founder

Living in central London, England area, Grant continues his sales academic and professional career by leading in continuous sales transformation and change management. He is the first member in the travel and tourism industry to graduate the master's MSc in Professional Practice Leading Sales Transformation with Middlesex University. He is also the first doctor in sales transformation in the industry through the Doctorate Professional Studies by Public Works at Middlesex University of London and is the pioneer of Personal Change Management championed by FORBES, Entrepreneur, MSN, Business Insider and many recognized media authorities.

He is an award-winning author, certified sales transformation coach, and keynote and TEDx speaker. Grant is also a Founding Fellow of the Institute of Sales Professionals, a Visiting Fellow at Cranfield University's School of Management, and a Fellow of the Institute of Training and Occupational Learning.

**BUSINESS INSIDER**

**msn**



**INNOVATOR**  
MAGAZINE

Person of the Year  
**cover**  
DEC 2024



**TEDx** Speak



**TRANSFORMING SALES MANAGEMENT**

Lead sales teams through change  
Grant Van Ulbrich

Grant has put together a team of professionals and consultants who service the website, app, sales and customer service. As a remote team, this gives us the ability to be where our customers need us and when.

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**Thank You**



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