



# The SSW Certified Instructor Program Overview

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# Becoming a SCARED SO WHAT Certified Instructor

Do you have a passion for change management, coaching, human resources, diversity and inclusion, employee engagement, employee and personal wellbeing, and or transformational leadership?

Maybe you value charitable giving of your time in support of those in need. If this sounds like you, then you'll want to consider becoming a certified instructor on the SCARED SO WHAT personal change management system.

Set yourself apart from the rest by embedding this world's first personal change methodology into your organization for you and the customers that you serve. Doing so, gives you an edge above all others because your change management leadership, coaching, and practice, will be the 1<sup>st</sup> to focus on the needs of the organization but also the individual! This recipe gives you the advantage in achieving true business transformation.

•CERTIFIED•

SSW  
INSTRUCTOR

S ARED<sup>TM</sup>  
SO WHAT



Overview |

S ARED<sup>TM</sup>  
SO WHAT

# How do we do it?

This is a one-of-a-kind program features the world's first bespoke personal change model that is also supported via an app. This allows people to learn to manage personal change wherever they are. By becoming a certified instructor, you'll be there to help champion them in support of their conversation and need in seeing change through.

## We achieve this in three parts to support your certification journey:

1. Begin with online learning about what is personal change and what is the SCARED SO WHAT model and methodology. (1.5 Hours) Continue online by downloading and reviewing the SCARED SO WHAT app. (1 Hour)
2. Participate in a 2-hour instructor led workshop (Virtual or in Person)
3. Present in a 30-minute oral board to showcase your knowledge.

Upon successful completion and satisfying the oral board, you can receive your **SSW Certified Instructor** badge and certificate. This allows you to teach and begin embedding SCARED SO WHAT for yourself, your organization, and customers.



# Why become certified?

**As a certified instructor, you will be able to:**

- **Lead & facilitate this globally unique program on personal change**
- **Help facilitate stress & anxiety reduction**
- **Teach critical reflection on change**
- **Empower others to make an informed decision vs that of an assumptive one**
- **Visualize feelings from personal change**
- **Create bespoke plans to manage change**
- **Utilize app-based resource to facilitate personal change management**
- **Make organizational change inclusive & have the best chance for success**





# Ready to earn your certification?

Email us on the website or by reaching out to: [Info@scaredsowhat.com](mailto:Info@scaredsowhat.com)

PACKAGES BEGIN AT: £995.00\*

\*Per person package includes App license for professional use, a 2-hour facilitator led workshop, access to the online learning platform, and a 30-minute virtual oral board plus certificate. Participants will also receive a copy of the book Transforming Sales Management, the complete transformation guide.

Have a team and want a packaged program? Inquire and we'll be happy to provide a quote.

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