



We're Transforming Change & Empowering People

The #1 reason change fails?
People aren't equipped to adapt.
Scared So What® changes that.



www.scaredsowhat.com

Introduction

We are equipping people with the skillsets and ability to manage personal change that empowers organisations to transform.

Scared So What is pioneering the world's first Personal Change Management (PCM) methodology, a transformative approach that empowers individuals and organisations to manage change more effectively.

As a result, by equipping individuals to manage personal change, organisations de-risk change with PCM Assurance™ and can rapidly increase their productivity, engagement, agility, and create an environment where transformations can be more successful in less time.

We combine accredited training, certified coaching, and a proprietary digital platform to reduce stress, anxiety, and fear during periods of personal and organisational change. Our solution delivers live data insights to organisations and empowers individuals to take ownership of their change journey.

Actively supporting major clients including Royal Caribbean, Celebrity Cruises, Royal Mail, Parcelforce, City of London Police, Royal Berkshire Fire & Rescue, and more, we are poised to transform you and your organisation for success.



Accredited & Endorsed:



Founder and CEO

Dr Grant Van Ulbrich

Founder, Researcher, Transformation Leader

Dr Grant's work brings together doctoral research, transformational leadership, and coaching, in 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.

Fellows of / Endorsed By:



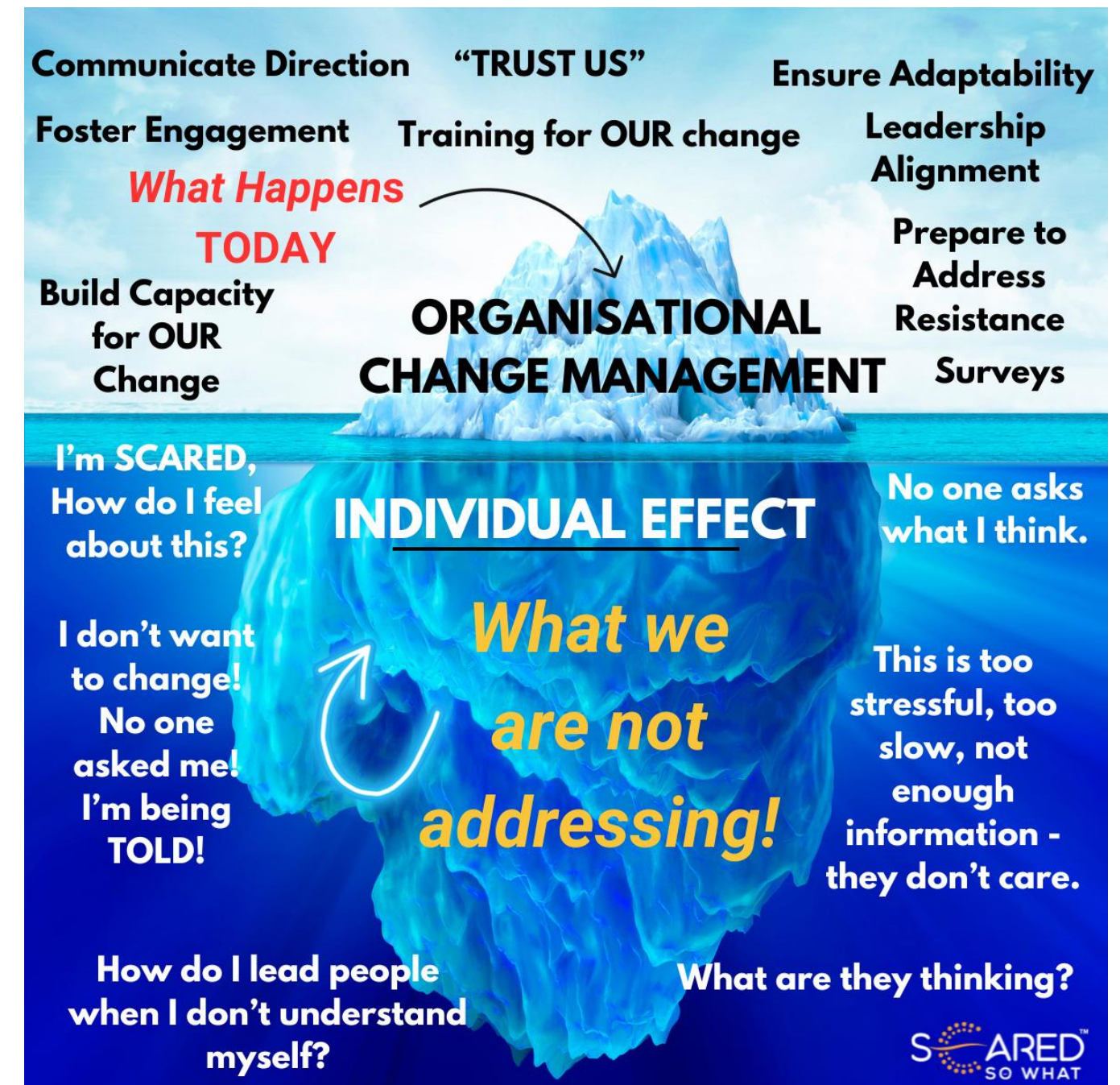
The Problem

Despite decades of investment in organisational change management, change still fails at alarming rates. Since 2018, **\$2.3 Trillion** wasted due to global failed digital transformations. Annually, **\$340 Billion** in general change initiatives that fail across public and private sector areas, often due to the same overlooked factor:

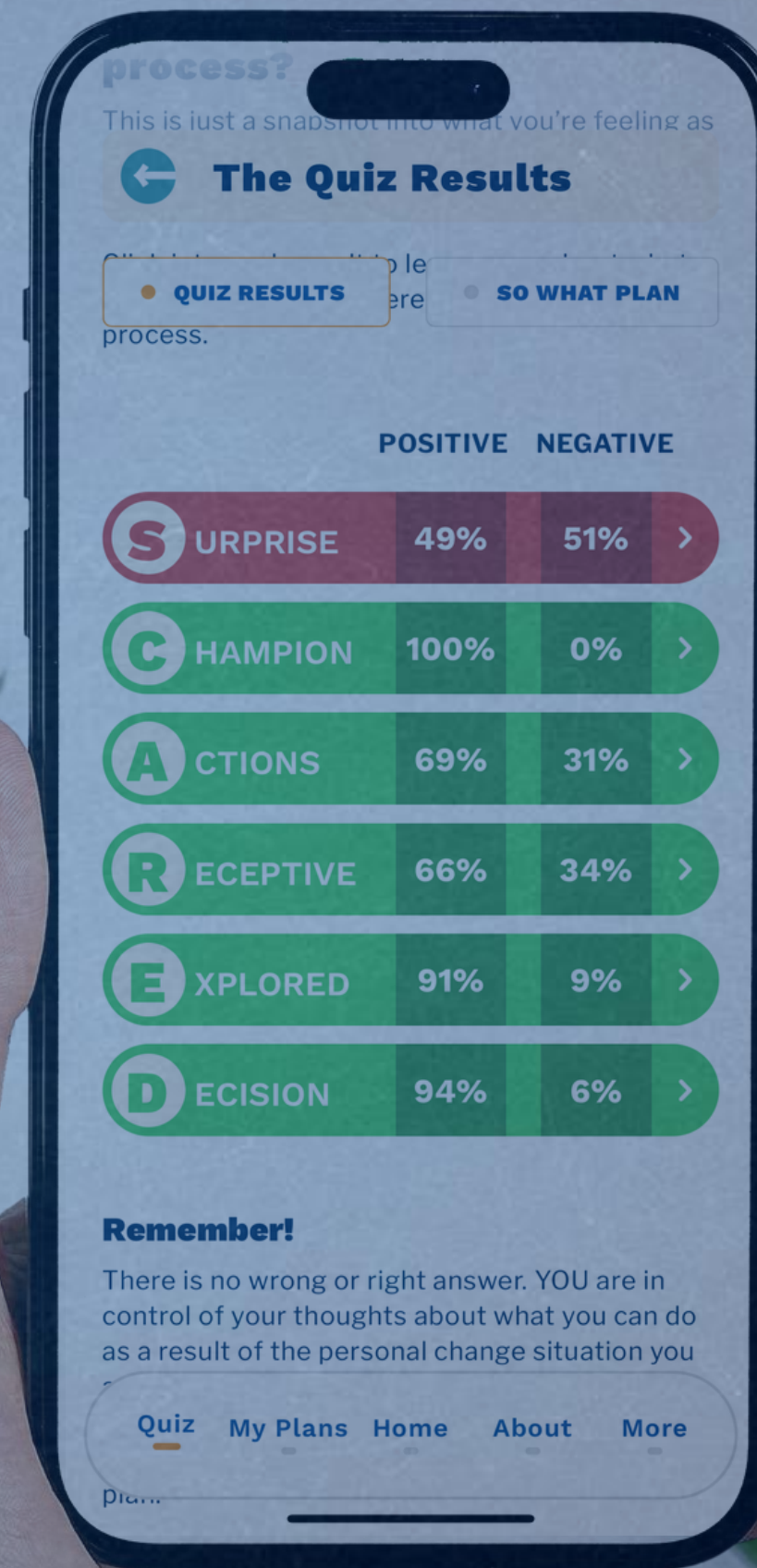
 ***People aren't taught how to manage personal change.***

Most change models are applied to individuals rather than empowering people to navigate change for themselves. This leads to:

- High stress, anxiety, fear and assumption leading towards perceived change resistance
- Poor decision-making and decreased performance
- Failure to embed sustainable cultural and organisational change
- Wasted investment in change initiatives that don't stick



OUR SOLUTION



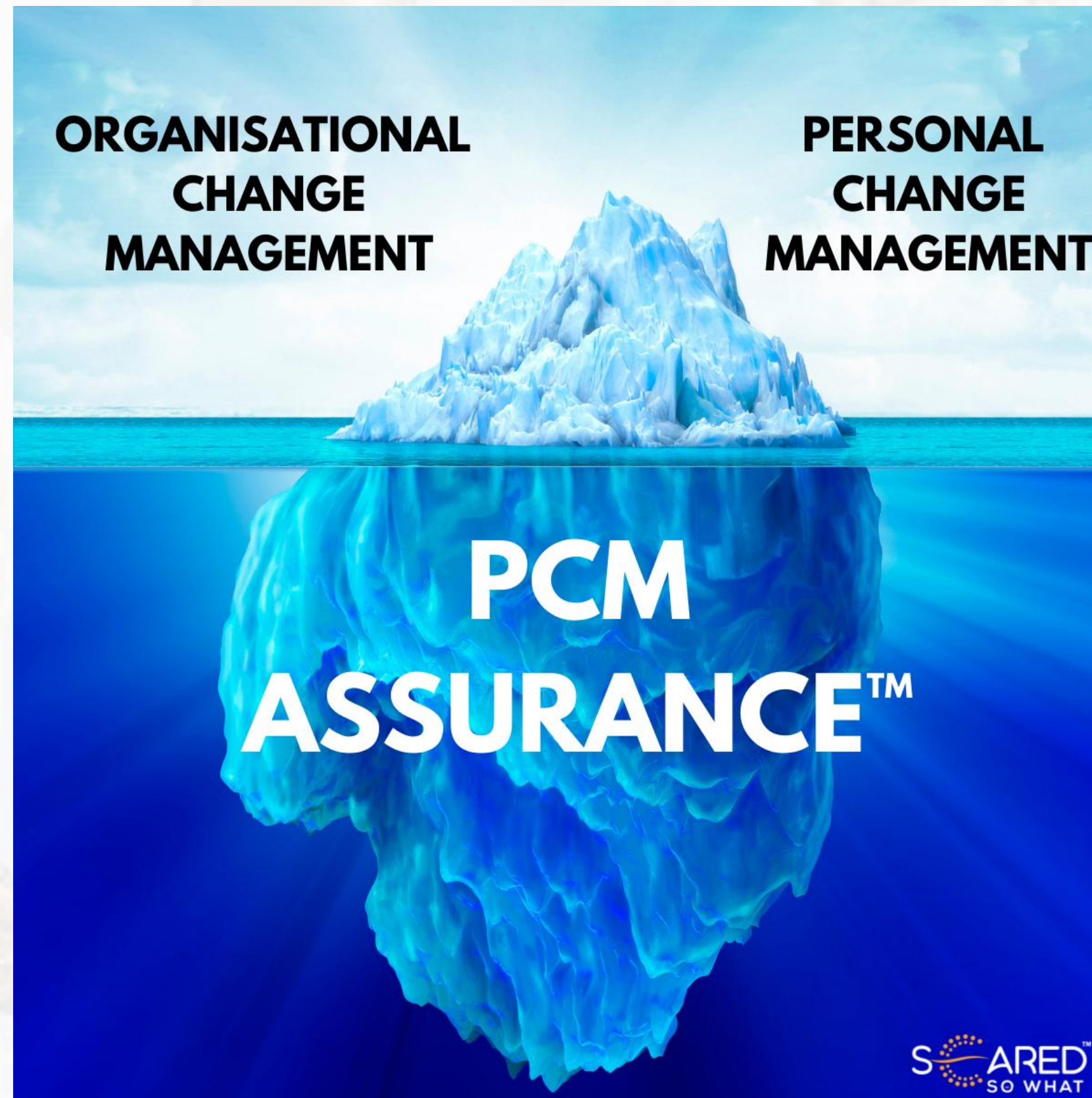
Scared So What® is the 1st dedicated & active PCM programme that focuses on how individuals can manage change for themselves.

At Scared So What, our solution is to flip the iceberg to equip people within the organisation and instill PCM Assurance™



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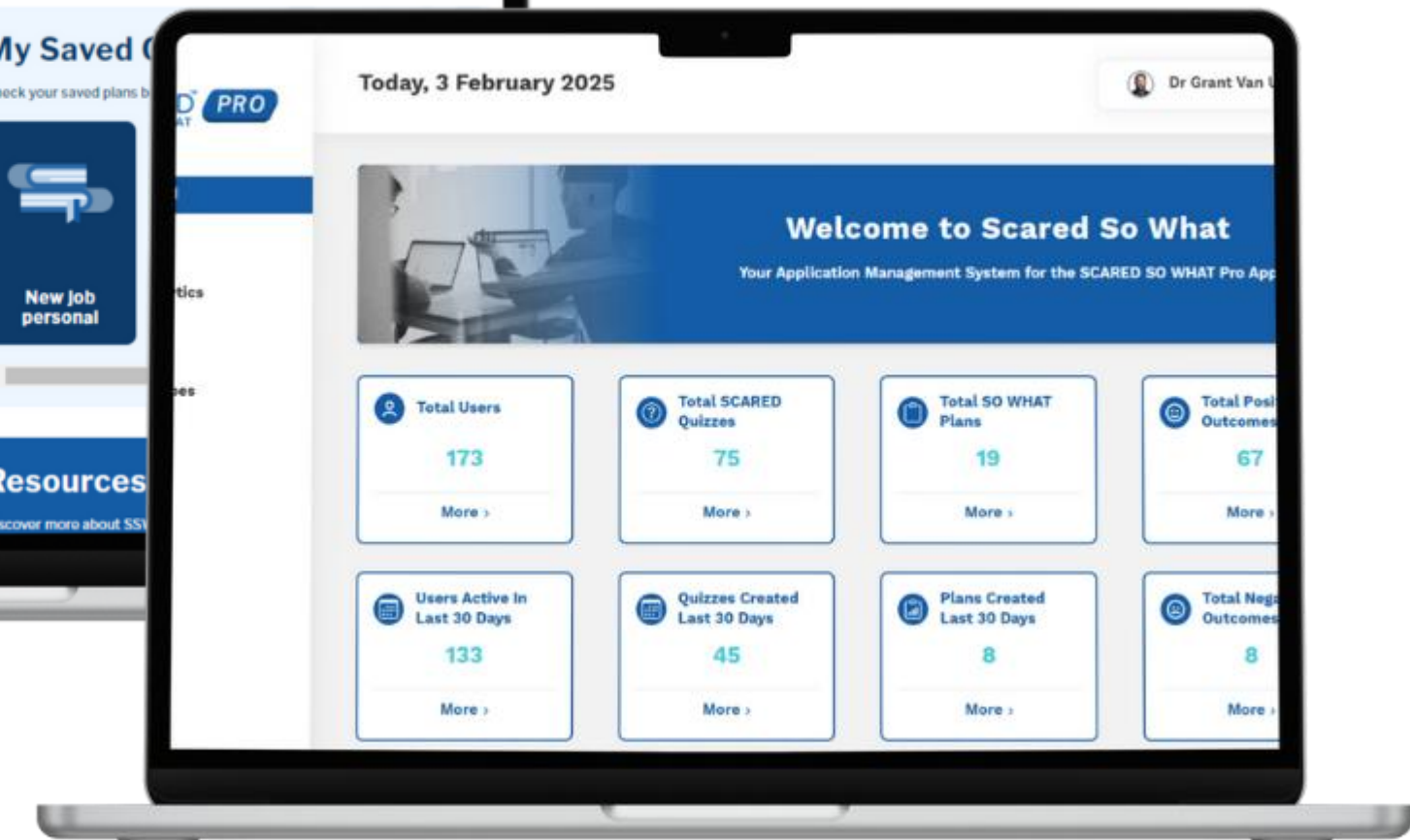
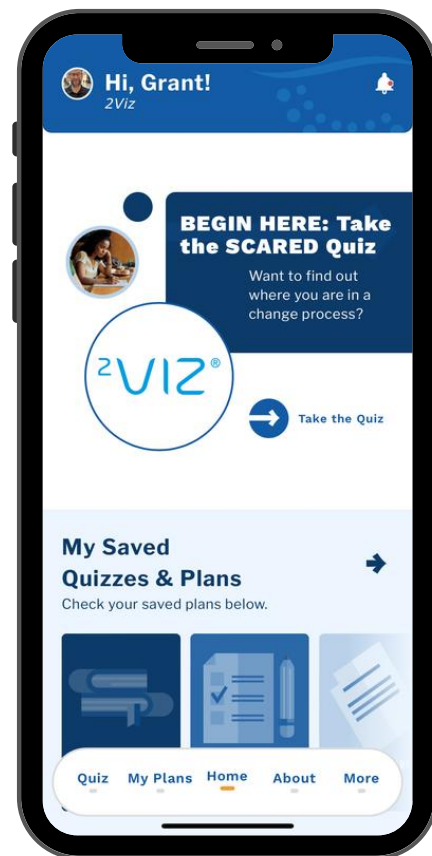
**Our solution bridges
OCM and PCM together
and de-risks change
with
PCM Assurance™**



Our Solution

1. Technology – Enable Employees & Leaders

- **1st Gen Standard App** that is free for individuals and educational institutions.
- **PRO App Suite** licensed based for organisations in both mobile + desktop platform for organisations
- **PRO Dashboard** - Live data insights give organisations instant visibility into how people are managing change
- Scalable and customisable across sectors



Our Solution

2. Certification Program – Transfer the Knowledge

- Accredited by the *Institute of Training & Occupational Learning* (ITOL) & *Certified Professional Development* CPD
- Endorsed by *The Oxford Review, Middlesex University, Cranfield University*
- Enables organisations to embed personal change capability through certified coaches, instructors, and executive leadership programs



With Scared So What, individuals gain control over personal change, organisations build healthier, more successful transformations and cultures.

BENEFITS **Scared So What helps organisations and individuals to manage effectively through change.**

Benefits to Individuals

- Enables understanding of feelings related to the change they are experiencing.
- Guides individuals to making informed and well-thought through decisions vs assumption.
- Reduce fear, worry, anxiety, stress levels.
- 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.

Take control over stress, anxiety and personal change!

Benefits to Organisations

- Greater employee engagement, inclusion, ideation.
- Faster return to full performance, compressing productivity dips that follow every change cycle.
- 45% + adoption rates and 20%+ productivity improvement.
- Higher engagement and retention, lowering costs and risk.
- Early visibility into who is struggling before it shows as resistance or attrition.
- A workforce that is more confident, stable, and capable of working through uncertainty.
- Common change scenarios can be pre-programmed e.g. organisation structure changes, promotion, relocation.

COMPLIANCE & SECURITY

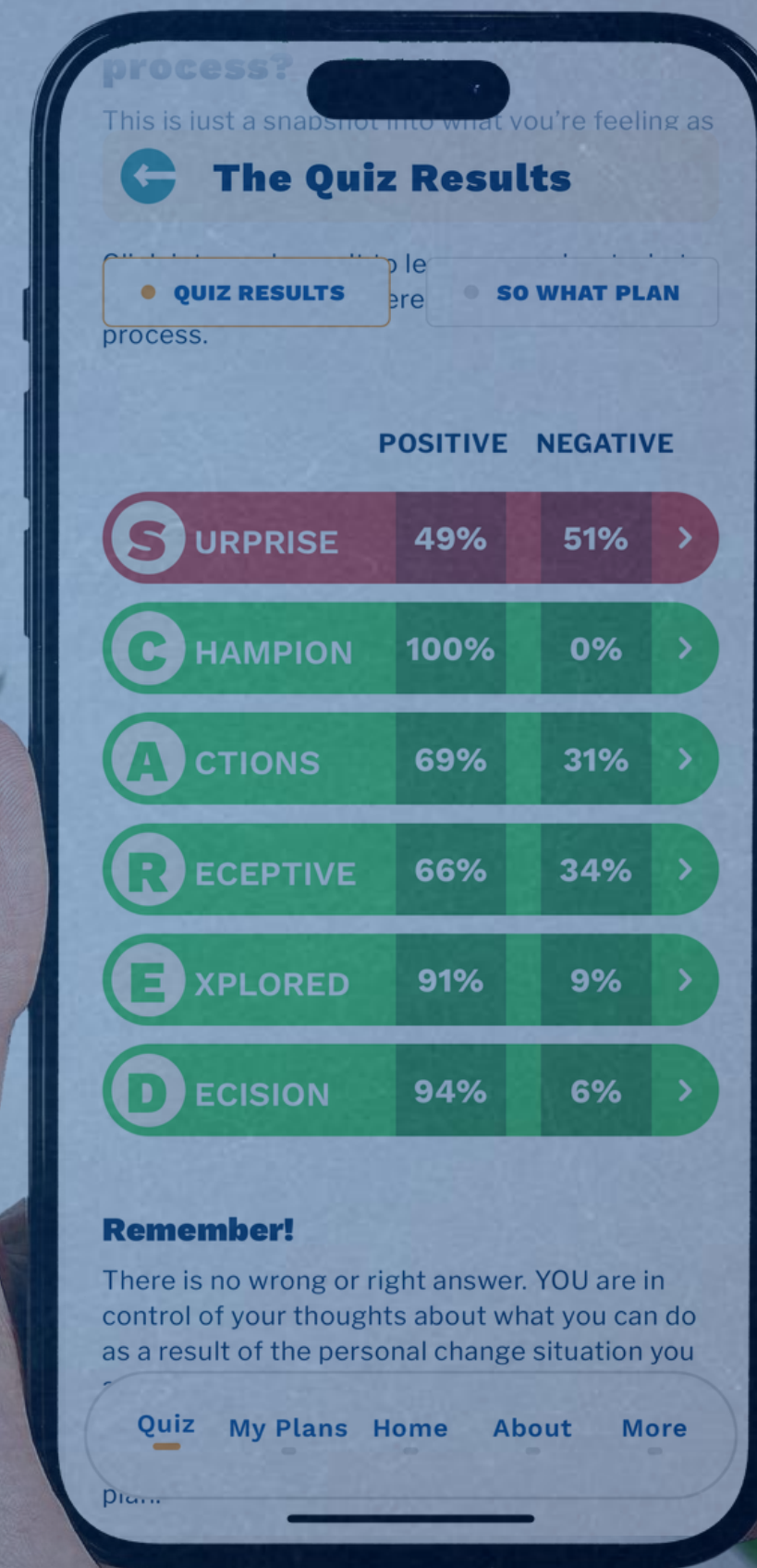


GDPR, CCPA and HIPA compliant under the data Protection Act 1998.

- 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/>



OFFERING



PERSONAL CHANGE OFFERING >

Certification

CERTIFIED INSTRUCTOR

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



6 Hours to certification: **£995 Per Person***

*Customized 1-day programmes, quotes & delivery workshops available in person or virtual.

CERTIFIED COACH

3 Hours – Online.
For Existing Coaches



£299 Per Person

PRO Data Management System

LICENSED PROGRAM

£96 per person/per year.
Enterprise Licensing Available



Endorsed and Certified By:



CERTIFIED PCM Instructor

TRANSFER THE KNOWLEDGE



Change works when your team learn how they can do it for themselves.

It doesn't matter if it's AI or tech integration, M&A's, org structure or policy changes, **Personal Change Management** is the missing link for employee adoption, engagement, and the bridge between Organisational Change Intent – to transformation success. Our program and model is based on science and psychology, yet simple to learn. Simple, everyday speak to equip and enable you and your people to champion change together.

PCM Certification is achieved in three parts to support your journey:

1. **Online introduction:** Learn about the Scared So What model and methodology. (For large organisations – this can be built into a 1-day programme – no online needed)
2. **Workshop:** Virtually or in person. Deep dive into the difference between Organisational Change and Personal Change. Individual perception and understanding. Coaching and the importance of questioning. The **Scared So What®** model – and how to use it for yourself, but also as a leader or coach to embed into practice.
3. **Oral Review:** Each member must present back and demonstrate their knowledge to receive accreditation.

Upon successful completion and satisfying the oral review, you can receive your SSW Certified PCM Instructor badge and certificates. This allows you to begin embedding the model and methodology for yourself into your organisation and with customers.



£995 Per Person (Includes workbooks)

Recommended group size not to exceed 5 - 12 members in one cohort. Programme is customisable for each org.

Endorsed and Certified By:



TRANSFORMATIONAL

ESTABLISH LEADERSHIP FOUNDATIONS

In a world of many different leadership styles, what is the foundation you set for your organisation?

At **SCARED SO WHAT** we've been in global hospitality leadership for over 25 years. We've also researched globally what the foundations of leadership stem from. They are:

- **TRANSACTIONAL LEADERSHIP:** A methodology of “TELL” approach. I tell you what to do, and through assumption, you simply will follow. Most in this mode will also seek to take the credit for the work of their team members. (HIGH ATTRITION - LOW ENGAGEMENT)
- **TRANSFORMATIONAL LEADERSHIP:** A skillset and methodology whereby you embrace development, champion coaching, empowerment, and you lead by also doing. You're not afraid to give praise, recognition, and lead through vulnerability.
(LOW ATTRITION / HIGH PROMOTION OF TEAMS / HIGH ENGAGEMENT RATES)

Our program blends an online introduction with a 2-Day workshop to instill the knowledge on how to work in-between both of these foundations with a lean towards transformational as a base. We introduce critical reflection, coaching, change management, growth management, and set members up to have a broad foundation to build successful teams. This program continues with a 2-month work-based project whereby members put their leadership & coaching skillsets to work. It ends in certification after your review of members performance.



£1,455 Per Person
(Includes workbooks)

Recommended group size
not to exceed 5 - 12
members in one course.

Endorsed and Certified



By:
The Oxford Review



EXECUTIVE

EXECUTIVE COACHING

Coaching is the art of empowerment, self ideation and realisation and the transfer of ownership.

At **SCARED SO WHAT**, coaching is at the heart of everything we do. We believe that true coaching is the practice of ASKING OPEN QUESTIONS that empower the individual to go deep into critical reflection. It is through this safe space that is provided without bias and influence, that self-ideation and realisation occurs. The individual is allowed to find the proper answers and as a result of self-ideation, they own the actions and results.

Leading our **Executive Coaching** program is Dr. Grant Van Ulbrich, CEO and Chief Researcher on sales transformation, transformational leadership, and personal change management. Dr Grant has had over 25 years in various leadership roles within the global luxury hospitality industry. **He has been featured in:**

Forbes

THE INTERNATIONAL
Journal of **Sales
Transformation**

**BUSINESS
INSIDER**

USA WIRE

WSJ.
MAGAZINE

 **msn**

He is a Fellow of Cranfield University School of Management, a Founding Fellow of the Institute of Sales Professionals, and a Fellow of the Institute of Training and Occupational Learning. An award-winning author, certified transformation coach, and a TEDx and keynote speaker.

Now offering 1:1 executive coaching to select members within organisations. Contact for availability. Coaching Sessions are 1.5 hours in length and at the rate of **£500** per session or **£2,800** for six.



BOOKS >

Award Winning Author

Born out of sales transformation & leadership research, these are the first books of their 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, Learning & Development 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.**



Co- Author



SUPPORT >

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



**ROYAL BERKSHIRE
FIRE AND RESCUE SERVICE**



THE INTERNATIONAL
Journal of **Sales
Transformation**



Proven across public sector, emergency services, and global enterprise.

“ 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 any organisation and individual who is looking to 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](#)

CONTACT US



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Scared So What Ltd.

 VERIFIED COMPANY

Excellent



Social Media: @Scaredsowhat

Your partner in managing and equipping personal and organisational transformation.

Contact us for:

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





When people learn how to manage personal change for themselves, they & the organisation WIN!

