

THE PCM COMPANY
Where Transformation Begins

Personal Change Management

From change done to people,
to change capability built *within.*

Equipping individuals, leaders and organisations to engage, adopt and embrace change. Creating more resilient, high-performing people and workplaces.

www.thePCMcompany.com

ENGAGE ADOPT EMBRACE

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THE MISSING LAYER

From change done to people, to change capability built *within.*

Organisations need all three disciplines to achieve lasting change; but only Personal Change Management equips the individual to navigate change for themselves.

ORGANISATIONAL CHANGE MANAGEMENT

Plans and implements change.[2]

PERSONAL CHANGE MANAGEMENT

Equips individuals to navigate change for themselves.

MENTAL & PHYSICAL WELLBEING

Supports recovery and resilience.

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When OCM, PCM and Wellbeing work together, organisations close the **Engagement & Adoption Gap**, reduce risk and build a more resilient, high-performing workforce.

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OUR INTEGRATED APPROACH

Three Foundations. One Human-Centered Approach.

Personal Change Management (PCM) brings together the strengths of Organisational Change Management and Wellbeing, with a new, proactive, individual-focused layer, equipping people to **engage, adopt, and embrace** change.



A human-centered, integrated approach to transformation - **building change capability from the inside out.**

PEOPLE CAPABILITY TRANSFORMATION

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HOW IT WORKS

SCARED SO WHAT®

A simple, human-centered active model to help individuals navigate change for themselves.



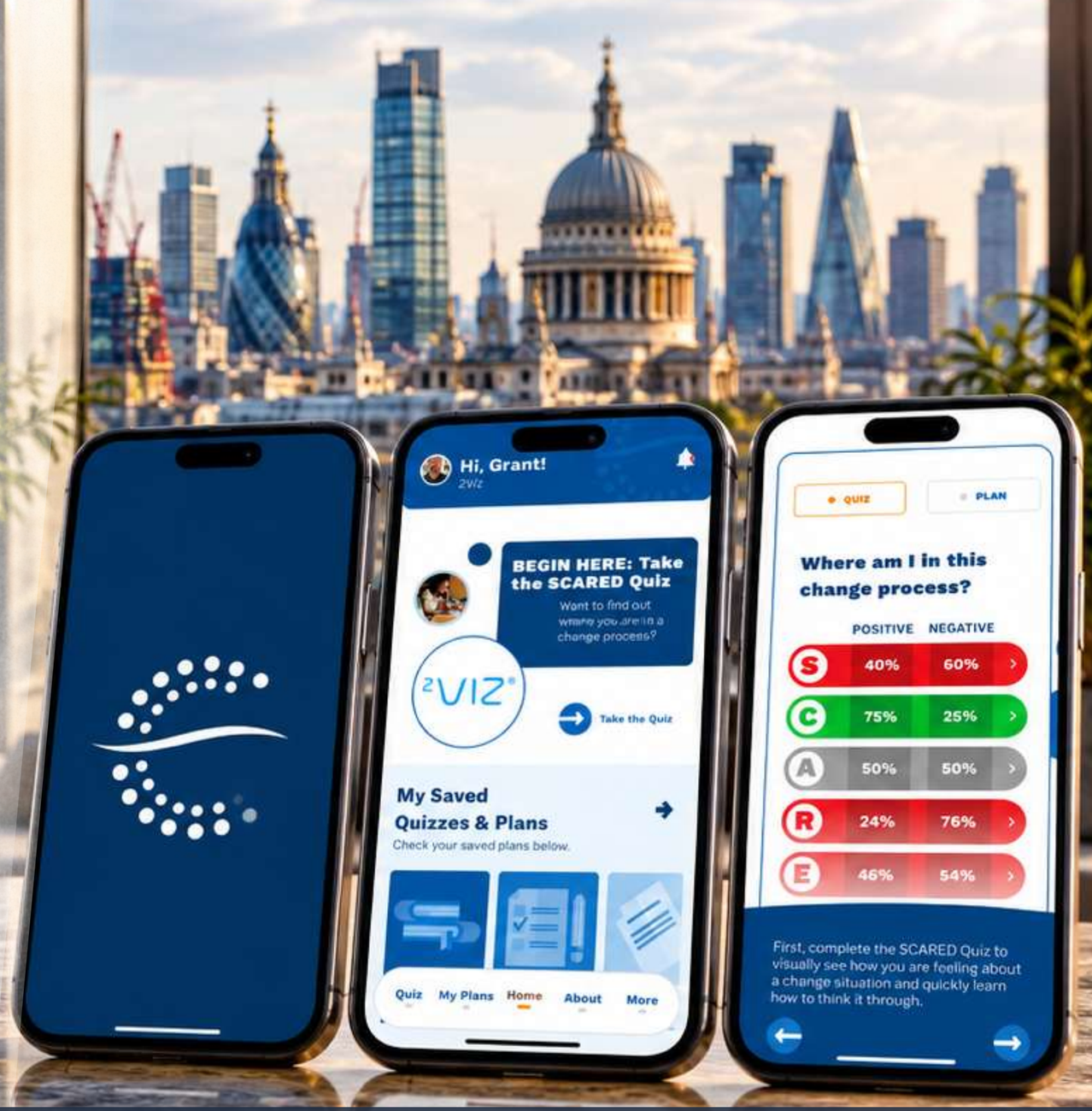


SCARED

Understanding Feelings

SO WHAT

Creating & Owning Plan



SCARED SO WHAT helps individuals move from uncertainty to a clear, personal plan - building the confidence and capability to engage, adopt, and embrace change.

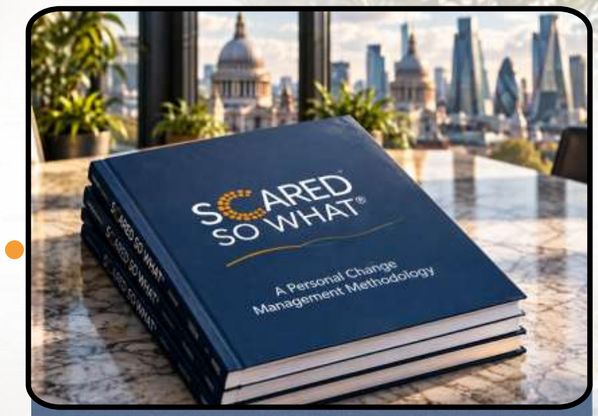
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OUR INTEGRATED SOLUTIONS

Practical tools for real, lasting change.

Our integrated solutions combine methodology, technology and leadership development to equip individuals, build capability and drive measurable outcomes.



PCM CERTIFICATION

Build personal change capability across your organisation.

- PCM Practitioner (1 day)
- Globally recognised certification
- Practical, evidence-based tools

EQUIP BUILD SCALE



TRANSFORMATIONAL LEADERSHIP

Develop leaders who enable change and create the conditions for lasting adoption.

- 2-day programme + project
- Practical, experiential learning
- Builds leadership confidence

MODEL ENABLE SUSTAIN



PCM PRO APP & INSIGHTS

Give indivdiuals simple, practical tools and organisations real-time insight into adoption and readiness.

- SCARED quizzes & SO WHAT plans
- Personalised change support
- Live dashboard & analytics

INSIGHT MEASURE IMPROVE

Three integrated solutions. One human-centered approach.
From individual insight to organisational impact.

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PCM CERTIFICATION

Building personal change capability.

Our global certification programmes equip individuals and organisations with the skills, confidence and tools to apply Personal Change Management in real situations.



UNDERSTAND CHANGE

Gain a practical, evidence-based understanding of how individuals experience and manage change.
A 1-day workshop.

DEVELOP PRACTITIONER SKILLS

Build confidence to apply the SCARED SO WHAT methodology with individuals, teams, and organisations.

APPLY FOR REAL IMPACT

Use practical tools and techniques to support individuals before, during, and after change to improve adoption & outcomes.

£995 per person. Cohort size: 5 to 15

Globally recognised certification programmes to build lasting personal change capability.

CPD CERTIFIED The CPD Certification Service · The Oxford Review · iTOL INSTITUTE OF TRAINING & OCCUPATIONAL LEARNING

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PCM PRO APP & INSIGHTS

Real-time insight into individual change.

The PCM PRO App & AMS Dashboard gives individuals a simple, practical way to work through SCARED SO WHAT, while providing organisations with real-time insight into adoption, engagement, readiness and change capability - use as a live survey system.

£96 per person. 1-year license



From individual insight to organisational impact.
A practical, data-driven platform for change.

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TRANSFORMATIONAL LEADERSHIP

Leadership that enables change.

Our Transformational Leadership programme equips leaders to support individuals, model effective change behaviours and create the conditions for sustainable adoption.



LEADERSHIP FOUNDATIONS

Develop the capabilities to lead people through change with confidence and empathy.
A 2-Day Workshop.

SUSTAINED ADOPTION

Build a culture where change is embraced and capability is developed post workshop - during a two-month work-based project.

MEASURABLE IMPACT

Stronger leadership, higher engagement and lasting organisational resilience. Instilling a coaching culture. Earning 3 Certifications.

£1995 per person. Cohort size: 5 to 15

Equip your leaders. Enable your people. Sustain your transformation.
Leadership that unlocks change capability.

CPD CERTIFIED The CPD Certification Service
The Oxford Review
iTOL INSTITUTE OF TRAINING & OCCUPATIONAL LEARNING

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PCM ASSURANCE™

A recognised standard for personal change.

PCM Assurance™ sets a quality standard for how Personal Change Management is taught, coached and applied, and measured, ensuring consistency, integrity, and real-world impact across individuals, teams and organisations.

Earned by organisation upon qualification.



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OUR EXPERIENCE & CUSTOMERS

Real results across the Engagement & Adoption Gap.

Organisations across the public, private and third sectors use PCM to help their people navigate change, leading to higher engagement, stronger adoption and measurable impact. A few of our clients represented here and more to share.



Royal Mail | Parcelforce Worldwide

A technology integration, adoption and engagement challenge.

15% to 68%

Adoption stalled on a SaaS integration at 15%. After PCM, it reached 68%.

- Higher satisfaction
- PRO app and live insights
- Renewed for 2 years



Andermatt Swiss Alps | The Chedi Andermatt | Radisson Blu

Three organisations merging into one corporate entity.

- One change and adoption challenge across all three organisations.
- Early engagement and adoption with entire management alignment.
- Unified culture and stronger collaboration



City of London Police | Royal Berkshire Fire and Rescue Service

Supporting staff through fatigue, wellbeing and change.

- Championing officers and staff to reduce fatigue and improve wellbeing.
- Change, engagement, and wellbeing brought together in one approach.
- Commissioner-led and championed by leaders.



Early Years Alliance | A Better Start Southend

Building capability across early years and communities.

- Supporting practitioners through change in complex environments.
- Helping build confidence, adoption and sustainable practice.
- A scalable model for wider rollout across organisation.

Proven across public, private and third sector organisations.
Real people. Real change. Real results.

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RESEARCH, CREDENTIALS & LEADERSHIP

Born out of research. Led by experience.

Personal Change Management was developed through master's and doctoral research, begun in 2018 within a global hospitality organisation.

It started with one question: why do change models only plan for acceptance, when people can equally reject change?



FOUNDER & CHAIRMAN

Dr Grant Van Ulbrich

Originator of the SCARED SO WHAT PCM framework. A 20+ year veteran of the hospitality and cruise industry, leading sales transformation and revenues above $1.6B across five global regions. Multi-Fellowships, Navy veteran. TEDx speaker and coach.



CHIEF EXECUTIVE OFFICER

Gary Butters

30+ years in global leadership roles with P&L responsibility for $100m-$1bn+. 15 successful business GTM transformations. Supported multiple PEs with GTM and Due Diligence. Deep experience in transformation and building high-performance teams.

ACADEMIC & PROFESSINAL CREDENTIALS

Middlesex University London · Cranfield University · ITOL Accredited Centre – iTOL – Institute of Training & Occupational Learning · The Integrity Centre – practising integrity · The Oxford Review · ISP Institute of Sales Professionals · CPD Member – The CPD Certification Service



Evidence, experience and proven frameworks.
Research-led. Practically proven.

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THE INVITATION

Let’s stop doing change to people.

And start building it within them.

Book a Discovery Conversation to explore how Personal Change Management can help your people, leaders, and your organisation.



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VISIT
thePCMcompany.com



A conversation today. A more change-capable tomorrow.
Real people. Real change. Real impact.

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