

We're Transforming Change & Empowering Leadership

The #1 reason change fails? People
aren't equipped to Engage & Adopt.
PCM is the field of
Personal Change Management.
Assuring change can work.



Introduction >

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

The PCM Company is pioneering the world's first Personal Change Management (PCM) methodology called SCARED SO WHAT®, a transformative approach that empowers individuals and organisations to bridge the **Engagement & Adoption Gap** affecting global organisations.

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 across technology, hospitality, global logistics, government and public service sectors and more, we are poised to transform you and your organisation for success.



Accredited & Endorsed:



Founder and Chairman

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 whilst bridging the **Engagement & Adoption Gap (EAG)**.

[Fellows of / Endorsed By:](#)



The Problem >

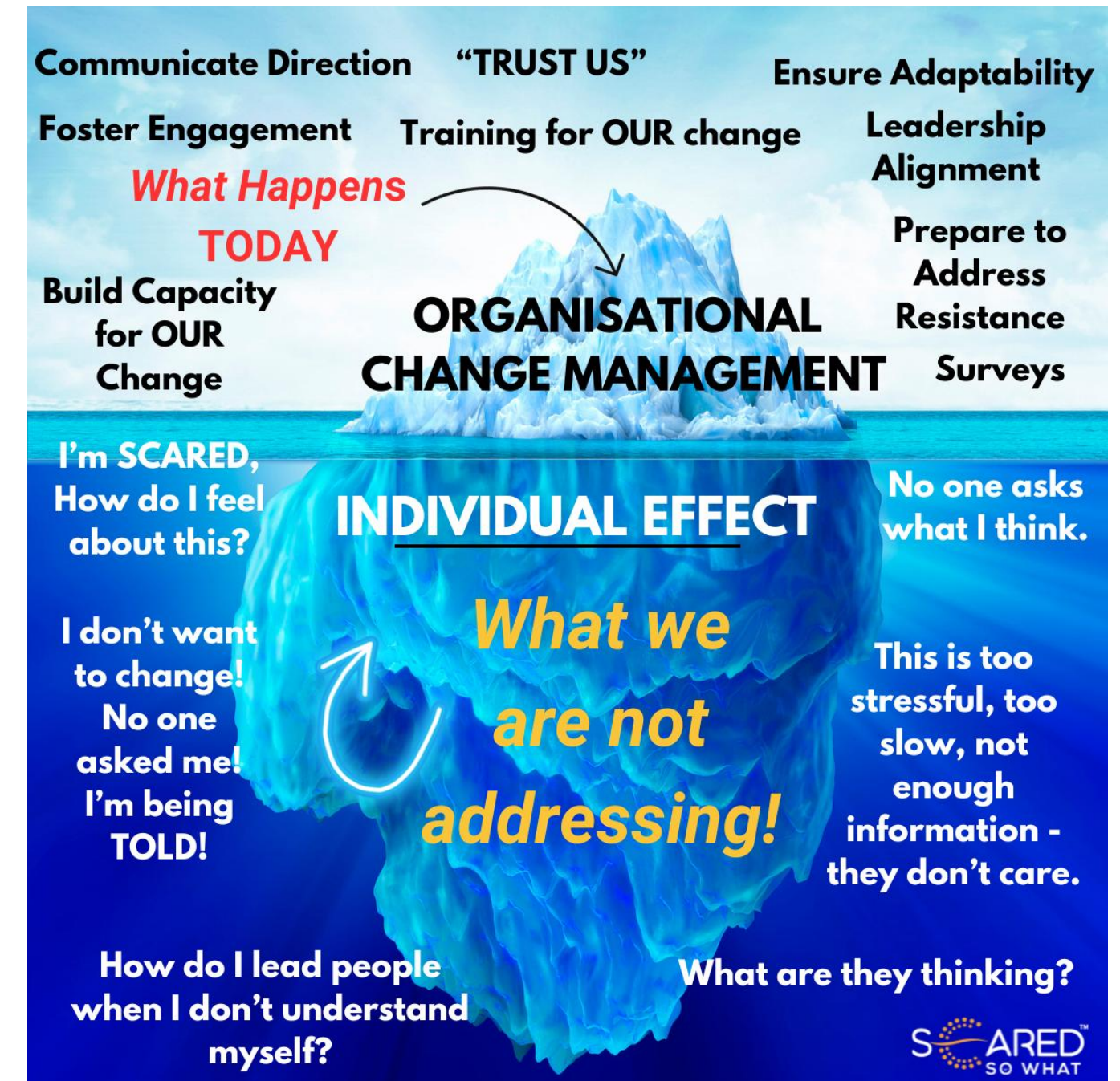
Despite decades of investment in organisational change management, change still fails at alarming rates. Since 2018, **\$2.3 Trillion** wasted due to global failed digital transformations. Annually, **\$340 Billion** in general change initiatives that fail across public and private sector areas, often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

> ***Engagement & Adoption are the two main un-managed risks affecting global organisations.***

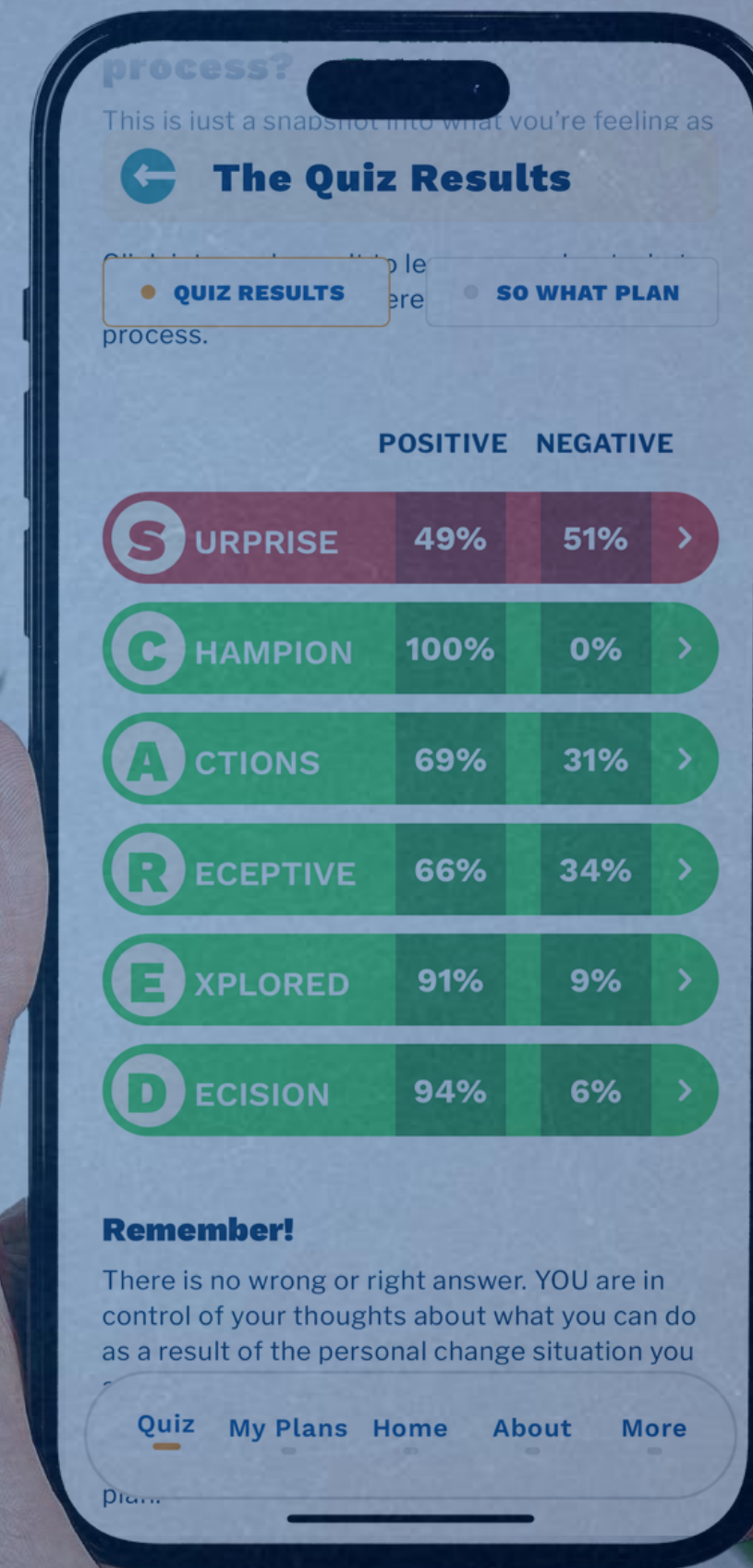
Most change models are transactionally applied to individuals rather than empowering people to navigate change for themselves.

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



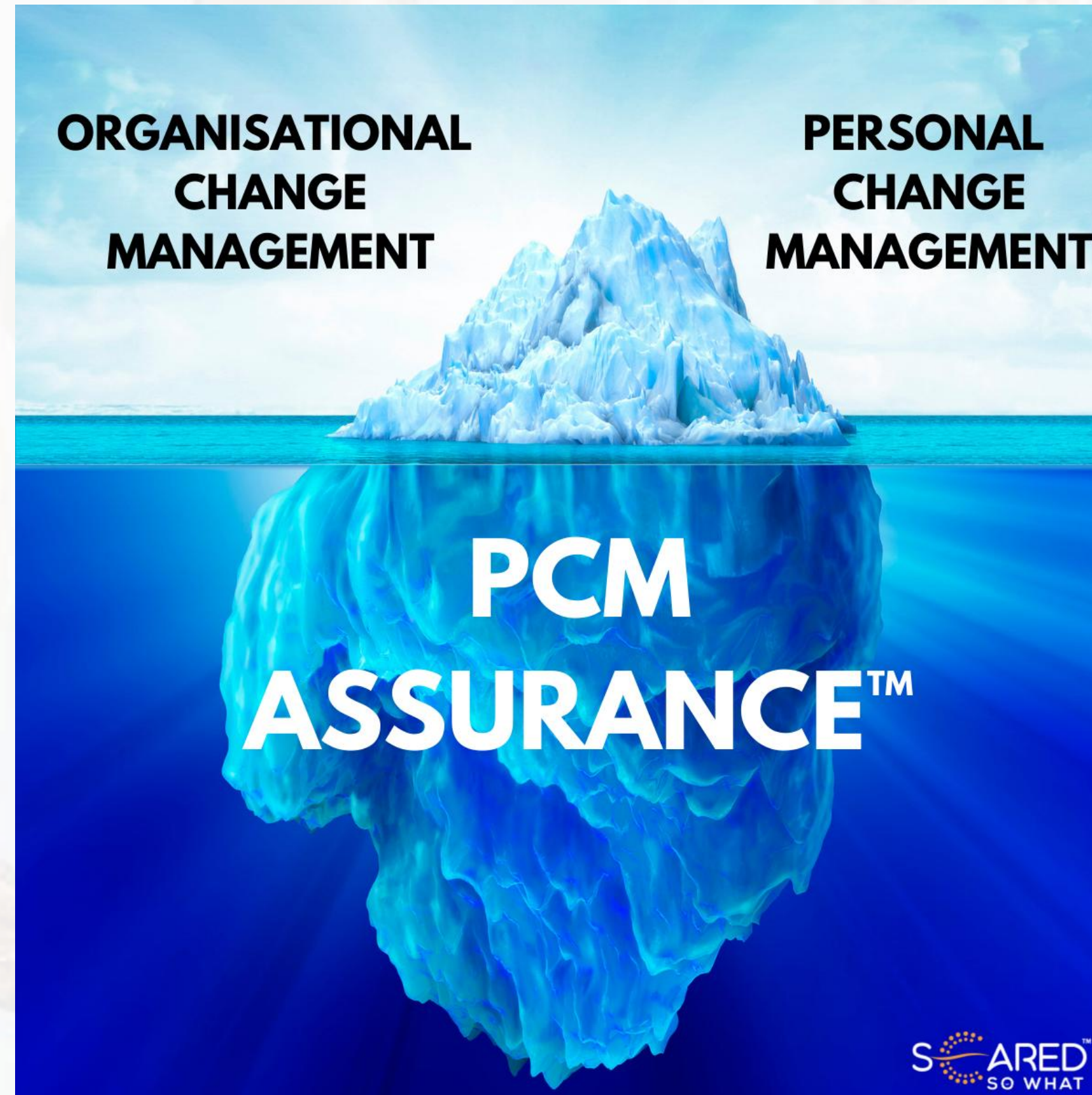
We embed the 1st dedicated & active PCM programme that focuses on how individuals can manage change for themselves.

At The PCM Company, our solution is to flip the iceberg to equip people within the organisation and instill skills and capability.



We are not competing with Organisational Change. We're completing it.
PCM becomes the critical partner / foundation.

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

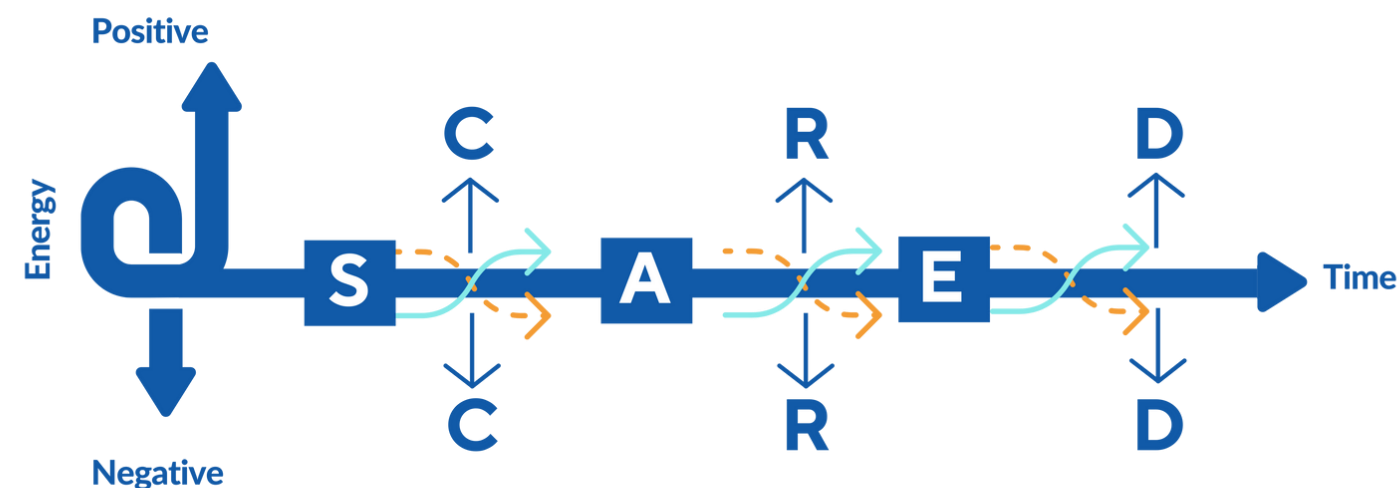


The Model >

Scared So What is the first dedicated and active PCM model to empower people to manage personal change, turning fear and resistance into confidence and action. Unlocking engagement & adoption by equipping the individual. We combine a research-backed methodology, a digital platform, transformational leadership, and accredited training to help individuals and organisations successfully navigate inclusive change. Building true change readiness.

Our Model

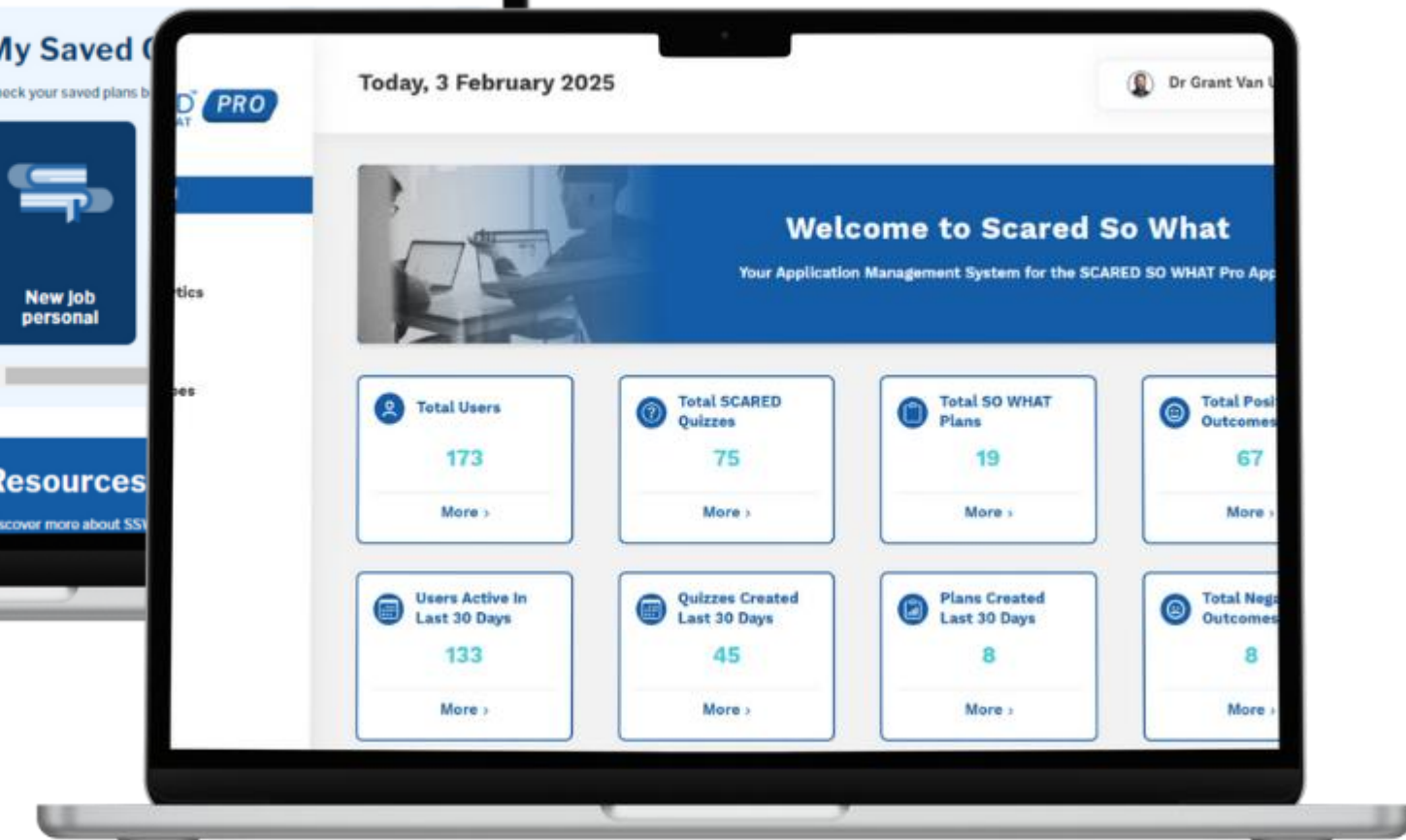
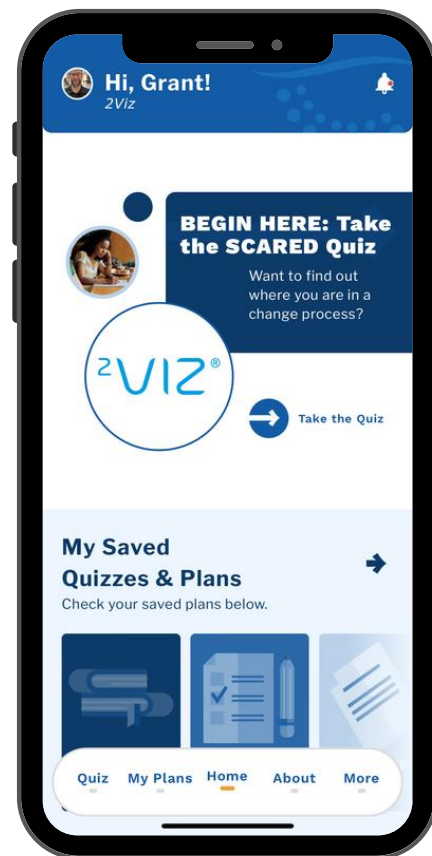
- A step-by-step fluid personal change framework that guides users through understanding their feelings, making informed decisions, and building bespoke action plans
- Flexible and non-linear, built for real-world, emotional human change



The Tech >

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



The Knowledge >

2. Certification Programmes – Transfer the Knowledge

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



With certification, individuals gain control over personal change, organisations gain PCM Assurance that their organisation is transformation ready.

BENEFITS PCM helps organisations bridge the Engagement & Adoption Gap (EAG).

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 engage and have objective conversations with managers and other stakeholders.
- Drives adoption with clarity of understanding.

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



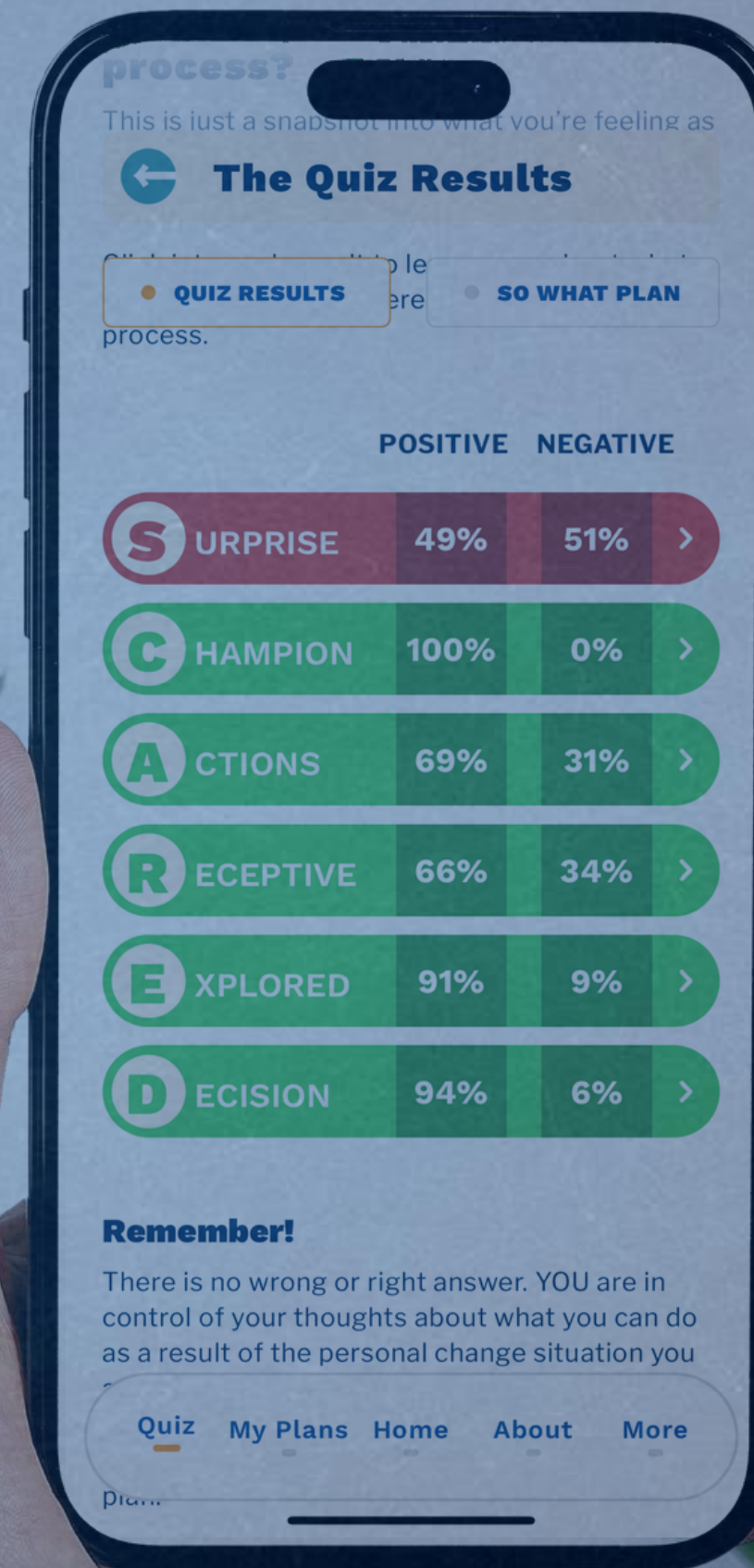
GDPR, CCPA and HIPA compliant under the data Protection Act 2018.

- 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®



OFFERING



PERSONAL CHANGE OFFERING >

Certification

CERTIFIED PRACTITIONER

Bespoke 1 day workshop
F2F / Virtual
Org Change / Personal Change
Perception / Coaching
Final Assessments
6 CPD Hours

£995 Per Person



TRANSFORMATIONAL LEADERSHIP

2 Day Workshop
2 Month work-based implementation
Transactional / Transformational
Leadership Foundations
40 CPD Hours

£1995 Per Person



PRO App Management System

LICENSED PROGRAM

£96 per person/per year.
Web Based App – Mobile Responsive
AMS Dashboard System
Customisable per Organisation
LIVE Survey Capability



Endorsed and Certified By:



CERTIFIED PCM Practitioner >

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. **For Organisations:** Begin learning about what is personal change and what is the SCARED SO WHAT model and methodology. Continue to learn about the app technology. We incorporate this into a full day workshop with the knowledge transfer, coaching practices, and app immersion.
2. **For Practitioners:** Participate in a 3-hour instructor led workshop (Virtual or in Person)
3. **ALL:** Each member must present back and demonstrate their knowledge to receive accreditation.

Upon successful completion and satisfying the oral review, you can receive your Certified PCM Practitioner 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 LEADERSHIP FOUNDATIONS

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

At **The PCM Company** we've been in global corporate leadership for over 30 years. We've also researched academically 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. Some 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 features 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.



£1,995 Per Person
(Includes workbooks)

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

**Endorsed and Certified
By:**



PCM Assurance™ De-Risking Change >

The Governance & Risk Layer for Organisational Change

Don't leave your change initiatives to chance.

PCM Assurance cannot be bought. It is not a license, a badge, or a one-off purchase. It is instilled into an organisation through certification and technology, and it becomes the first assurance layer that ensures change management is genuinely shared and lived throughout a business, not just designed and announced by a project team.

Certification runs from the CEO down to every line manager, so leadership at every level understands their role in supporting personal change. The PCM app then extends that capability to every employee, giving each person the knowledge and the tools to actively participate in change rather than have it done to them.

Organisations already de-risk what they care about. Ethics, finance, and expense training protects the organisation. Cyber protects against digital and data risk. Change carries the same weight. There is a human, financial, and ethical responsibility to get change right, both for the organisation and for the people living through it. PCM Assurance exists so that responsibility has a proper governance layer, in the same way these other risks already do.

An organisation becomes PCM Assured when it can confirm and maintain that 85% of its people have the knowledge, access, and capability for personal change management. This is our own assurance standard, renewed and awarded annually. It sits alongside frameworks like Cyber Assurance as a formal, ongoing risk control, one built specifically for the human side of transformation.



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.**



**THE BUSINESS
BOOK AWARDS**

in Partnership with Pathway Group

Co- Author



SUPPORT >

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



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](#)

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The PCM Company

 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 for Organisations
- Existing Coaches and OCM Change Practitioners and Leadership
- PRO App customization and embedding into organization - licensing
- Transformational Leadership Foundations workshops
- Leadership and management executive coaching
- Keynote: TEDx Speaker on personal change management





Where Transformation Begins

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



www.thePCMcompany.com