

Introducing:



For ESG & Education

# Innovating Change: Empowering people to manage personal change for themselves and others.

"In support of ESG & education, Scared So What Ltd's social responsibility is to pioneer Personal Change Management for people and organisations with its innovative model, certification, and technology program. Empowering individuals and teams, we transform how people & organizations navigate change.

As such, our model and 1st generation Scared So What app are free for individuals and education. People deserve to learn how they can manage personal change."



In partnership with:

**Dr Grant Van Ulbrich**  
Founder, Scared So What Ltd.



[scaredsowhat.com](https://scaredsowhat.com)

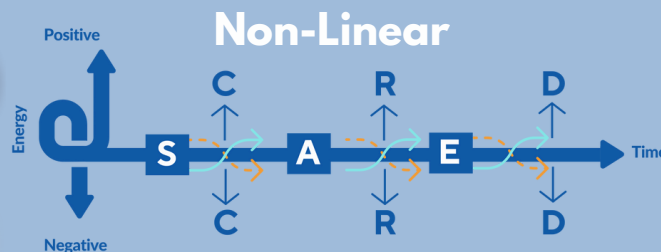
**Hassan TLILI**  
Founder, UGO COACH

# Inclusive Change Management

Typical change models assume people will accept all change. We know that's not true. People can reject change and be caught in confusion. SSW recognizes this ability and focuses exclusively on the personal side of change fostering unique engagement, inclusion, and critical reflection to support information based decisions and actions.

## The Model Works In 2 Parts:

### SCARED: Reflecting on Feelings



### SO WHAT: Making A Plan



SSW facilitates change inclusion for people. We believe everyone has the right to learn how to manage personal change for themselves & others.

## Benefits for People:

- Enables critical reflection of feelings on change
- Guides informed decision making vs assumption
- Reduces stress, anxiety, fear, worry on change
- Enables to have objective conversations
- Supports information based action planning

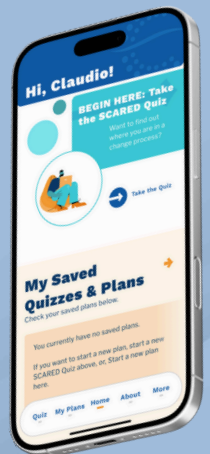
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We are your Personal Change Management innovators.

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- Personal Change & Coaching Certification - Transferring the knowlege from us to you.
- PRO App technology and Account Management - See Change Live and support your people
- Key Note speaking: TEDx and global speaker, author, and coach, Dr. Grant Van Ulbrich
- Personal and organisational change consulting and executive coaching

## As Seen In:



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