



Cranfield University Pioneers Personal Change Management with Scared So What Ltd

LONDON, UK. January 28, 2025 –

London, UK: To enable groundbreaking collaboration, Cranfield University has awarded Dr. Grant Van Ulbrich, the visionary founder of Scared So What Ltd, (SSW) a prestigious visiting fellowship which will enable him to contribute to Cranfield's Masters programmes. This collaboration will see amongst others, the use of the innovative Personal Change Management (PCM) model and technology by SSW in the academic world. This fellowship marks the first time SSW's PCM will be taught at a university level, setting a new benchmark in leadership and transformation education.



Dr. Van Ulbrich, an award-winning author, TEDx speaker, sales transformation coach, and Chief Researcher, developed the Scared So What personal change model and technology as a revolutionary approach to understanding and managing personal transformation. His groundbreaking model has gained global recognition for its practical applications, empowering individuals and organizations to navigate the complexities of change with clarity and confidence. Cranfield University's use of the SSW PCM underscores its commitment to preparing future leaders to thrive in an era of unprecedented global challenges and rapid change.

Speaking on the fellowship, Dr. Van Ulbrich said:

"Personal change is the foundation of effective leadership and organizational change and transformation success. The SSW PCM model equips individuals with the tools to understand and navigate their own journeys of transformation, which in turn fosters resilience, adaptability, and innovation. I am deeply honoured to collaborate with Cranfield University, a pioneer in executive education, to bring this cutting-edge model to the next generation of leaders."

SSW PCM, encapsulated in Dr. Van Ulbrich's acclaimed book *Transforming Sales Management: Lead Sales Teams Through Change*, and his widely celebrated TEDx talk, *How Can You Manage Personal Change*, has already transformed industries by enabling leaders to align personal growth with organizational goals. With this partnership, Cranfield students will gain exclusive access to SSW's PCM proprietary tools and methodologies, bridging the gap between theory and practice in leadership and change management.

Cranfield University's Andrew Hough expressed enthusiasm for the initiative, stating:

"Cranfield has always been at the forefront of innovation in education and research. By using Dr. Van Ulbrich's Personal Change Management model Scared So What in our programmes, we are providing our students with an unparalleled opportunity to master the dynamics of personal and organizational transformation. This collaboration embodies our mission to deliver cutting-edge solutions to real-world challenges."

Dr. Van Ulbrich's distinguished career spans over two decades, including his transformative work in the cruise industry and his service as a U.S. Navy veteran. Recognized by global platforms such as Forbes, MSN, Your Business, The Guardian, and Cover Entrepreneur's 2024 Person of the Year, his thought leadership continues to inspire professionals worldwide. As a Fellow of Cranfield University, he brings his wealth of expertise and passion for sales transformation and pioneering inclusive change management to the academic community, shaping the leaders of tomorrow.

This fellowship effective from December 2024 will allow students to benefit from hands-on learning experiences, case studies, continuing research, and cutting-edge technology designed to cultivate the skills needed to drive impactful change in their careers and beyond.

For more information on this collaboration and the Scared So What offering, visit www.scaredsowhat.com.

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