

SCARED SO WHAT LTD & C.I.C.
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PRESS RELEASE

SCARED SO WHAT LTD accredits 2J Consulting’s Tina Dickens as the first accredited coach to become a SSW Certified Instructor.

London, UK, February 14, 2024 – SCARED SO WHAT Ltd. announced today that the organization has officially accredited Tina Dickens, a seasoned credentialed coach as the first official coach to earn the SSW Certified Instructor award designation.

The founder of **SCARED SO WHAT Ltd.** shared “**Tina** was with me the day SCARED SO WHAT was born. She was my instructor in the Leading Sales Transformation master’s program, and she coached the new model out of me when I rejected the organizational change models I was instructed on. If it had not been for her coaching skillsets, there would not be a SCARED SO WHAT methodology for personal change,” said Dr. Grant Van Ulbrich.

SCARED SO WHAT® is a pioneering bespoke personal change model designed to help individuals and organizations focus on the effects and management of personal change for themselves and others. “The model is the first that focuses directly on the individual’s ability to accept and or reject change. It is fluid and not linear nor prescriptive as in prior change models. It has the power to support not only individuals and organizations in making overall change successful; but also, has been proven to support a greater buyer experience and buyer satisfaction aligning sales motion with the customer experience effectively.

Grant continued in sharing, “Reversing roles, I was so honoured to be able to teach and share the advancement of the model and progress to have Tina become the first official coach to earn our accreditation. I could not be prouder of her achievement.”

Tina Dickens shared, “Learning more about **SCARED SO WHAT**® and working with Grant again has been a great experience. The model is a truly different way to look at change, one which allows someone to take back control in some of the most challenging times. I look forward to using this powerful tool to support our coaching clients. And from a personal perspective, it’s been wonderful to see how the model has been refined since its early inception in our classroom.”

2J Consulting is led by Tina Dickens who has been coaching people at work and delivering coaching and mentoring training since she became a qualified coach in 2011. She is also an experienced and qualified tutor and assessor and teaches in the Business School at the University of Middlesex, London.

Tina is accredited by the European Mentoring and Coaching Council (EMCC) at Senior Practitioner level and works with organisations across a range of areas from Engineering, IT and Software to Local Government and the NHS.

She founded 2J Consulting in 2011, to share her passion for coaching as a leadership development tool. Prior to this she had a successful 20-year career in sales, with roles as varied as Key Account Manager for the Financial Times’ online division and Sales & Operations Director and major shareholder for a building materials supplier, which she oversaw the sale of in 2016.

To find out more about **2J Consulting** please visit their website:

www.2jconsulting.co.uk

SCARED SO WHAT Ltd & C.I.C. is a UK, London based global consultancy pioneering the way for personal change within change management, executive & leadership coaching in supporting individuals, and organizations to foster inclusive change and transformation success. They feature the **SCARED SO WHAT APP** and the **SSW Certified Instructor** program and are authors of the new book ***Transforming Sales Management, Lead Sales Teams Through Change***, as published by Kogan Page Ltd. Dr. Van Ulbrich is also a keynote and a **TEDx Speaker** whose TEDx talk has surpassed 1 million views. He is also a certified transformation coach. For more information on the model, the

program and offering as well as the certified instructors, please visit www.scaredsowhat.com.

INSTITUTE OF TRAINING AND OCCUPATIONAL LEARNING (ITOL) is a UK, Professional Body for trainers, coaches, and Learning & Development Professionals. In the year 2000 the UK government granted 'Institute Status' and since that time have become recognized as the premier organization for everyone involved in the world of training and development. For more information visit www.itol.org

CONTINUED PROFESSIONAL DEVELOPMENT: The CPD Certification Service was established in 1996 and is the world's leading and largest independent Continuing Professional Development accreditation organisation working across all industry sectors. Millions of professionals recognise our CPD Certified symbol as the qualitative benchmark that, not only reflects but also sets those standards. CPD is assessed and certified against the universally accepted and structured checklist which The CPD Certification Service has developed for over 25+ years. The process takes an impartial and objective overview of the structure and value of training materials to ensure full conformity to CPD guidelines. For more information visit <https://cpduk.co.uk/providers/scared-so-what>

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