

SCARED SO WHAT LTD & C.I.C.

Claudio Martinez, Managing Director

www.scaredsowhat.com

Info@scaredsowhat.com



A BETTER START SOUTHEND.

Dr. Nia Thomas, Director ABSS

www.abetterstartsouthend.co.uk

abetterstart@eyalliance.org.uk



PRESS RELEASE

SCARED SO WHAT LTD, an accredited ITOL Centre & CPD Certified, officially accredits leaders within the A Better Start Southend team as SSW Certified Instructors.

Southend on Sea, UK, February 7, 2024 – SCARED SO WHAT Ltd. announced today that the organization has officially accredited leaders within the A Better Start Southend team with the SSW Certified Instructor award designation.

The founder of **SCARED SO WHAT Ltd.** shared “It was an honour and privilege to work with the senior leadership team of **A Better Start Southend**. They have provided innovative support and services to the community over many years and are now working through impactful change for all involved. Taking the initiative to foster their own learning in support of their team and the beneficiaries they serve is highly commendable,” 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.

Dr Nia Thomas is the Director of **ABSS** and said “Our Programme is embarking on a period of significant change as we plan and work through our exit phase and work towards grant-end in March 2025. It’s important we prepare the team to support parents, families, delivery partners and stakeholders for this

transition. The best way to support the team is to ensure they are well equipped to manage their own personal change which will afford them the tools, confidence, and peace of mind to be able to help others manage their change.”

The **ABSS** team, Nia Thomas, Nicky Ficken, Clare Littleford, Laura Burke, Melanie Larke and Carolyn Smith have all participated in the SSW Certification program and have been officially accredited after passing their oral boards administered by Dr. Grant Van Ulbrich. “This leadership team truly has set the bar for continued professional and personal development very high and I’m proud to say they have succeeded. The six senior leaders embarked on a journey to learn the innovative and inclusive change model and app so they could facilitate greater learning for their teams and beneficiaries as they transition over this next year. I am very proud of their devotion to learning and the investment in their teams”, said the founder.

A Better Start Southend (ABSS), part of the Early Years Alliance, is a ten-year National Lottery grant funded early years programme working with families of children 0-3 and expectant families to support their children’s social and emotional development, diet and nutrition and communication and language skills. ABSS also seeks to build community resilience and influence system change. ABSS is one of only five of its kind throughout England.

To find out more about **A Better Start Southend** and A Better Start programmes across England, access the National Lottery’s website: [A Better Start | The National Lottery Community Fund \(tnlcommunityfund.org.uk\)](https://www.tnlcommunityfund.org.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>

###