

**SCARED SO WHAT LTD & C.I.C.**

Claudio Martinez, Managing Director

[www.scaredsowhat.com](http://www.scaredsowhat.com)

[Info@scaredsowhat.com](mailto:Info@scaredsowhat.com)



**ROYAL MAIL**

Jon Nicholson, MD Sales, Marketing, Customer Experience & Digital

<https://linktr.ee/royalmail>



## MEDIA RELEASE

### **SCARED SO WHAT LTD, an accredited ITOL Centre & CPD Certified, officially accredits sales coaching team at Royal Mail & Parcelforce**

**London, UK, July 08, 2024 – SCARED SO WHAT Ltd.** announced today that the organisation has officially accredited the 8 x Sales coaching leaders within the Royal Mail sales team with the “SSW Certified PCM Instructor” award designation.

The founder of **SCARED SO WHAT Ltd.** shared *“I could not be prouder of the leadership and team commitment to supporting sales members at Royal Mail and Parcelforce. We have been on a journey together in formalising our app technology with Royal Mail to pioneer the 2<sup>nd</sup> generation app called **Scared So What PRO**. Now, with their entire sales coaching team fully accredited in our PCM programme, they hold the knowledge and the tools to support inclusive change management success for everyone,”* said Dr. Grant Van Ulbrich.

**SCARED SO WHAT®** (SSW) is a pioneering bespoke personal change model designed to help individuals and organisations 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 organisations 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.

Jon Nicholson Managing Director of **Royal Mail** Sales, Marketing, Customer experience and Digital and said, *“This is a great achievement, Scared So What is the perfect tool for our Sales coaches, helping them to support our sales teams*

*in overcoming challenges and setting out plans to remove personal blockers enabling them to focus on attaining individual peak performance.”*

The **Royal Mail Sales Coaching** team include, Andrea Brown, David Nicol, Kamran Dhani, Lesley Tait, Mark Townend and Mike Lennon, led by Michelle Latimer and Oksana Nosulich from the Royal Mail Sales training team. They have all participated in the SSW PCM Certification program and have been officially accredited after passing their oral boards administered by Dr. Grant Van Ulbrich. *“The team here represent all the salesforce and their dedication and enthusiasm to learning how the new PCM system with Scared So What, can benefit the salesforce is humbling. They have fully grasped the model, framework, technology and are ready to support their teams”*, said the founder.

**Royal Mail Group** is a leading postal and courier service company in the United Kingdom, with a rich history, it has grown into a global logistics and communications organisation. The company operates under the respected brands Royal Mail, Parcelforce Worldwide, and General Logistics Systems (GLS), providing a comprehensive range of services including letter and parcel delivery, logistics, and e-commerce solutions.

Part of International Distributions Services (IDS) Group, Royal Mail Group embraces modernisation and expands its international reach. The company is successfully navigating the evolving market dynamics by focusing on enhancing its UK and International parcel delivery services and digital offerings. By adapting to changing consumer behaviours and leveraging its storied legacy, Royal Mail continues to be a trusted and innovative leader in the postal and logistics industry.

To find out more about **Royal Mail**, visit their websites at <https://www.royalmail.com/>

**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 organisations to foster inclusive change and transformation success. They feature the **SCARED SO WHAT PRO APP** and the **SSW Certified PCM Instructor** programme. Their model is accredited by ITOL and CPD and fully endorsed by The Oxford Review. Dr. Van

Ulbrich is an author, featuring his new book ***Transforming Sales Management, Lead Sales Teams Through Change***, as published by Kogan Page Ltd. He is also a keynote and a ***TEDx Speaker*** whose TEDx talk has surpassed 1.4 million views. He is 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](http://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](http://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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