



Scared So What Collaborates with Access Cruise Inc in Expansion

LONDON, UK. October 30th, 2024 – SCARED SO WHAT Ltd. today announced Shannon McKee, Founder and President of [Access Cruise, Inc.](#) along with Eric Benedict, her Chief Administration Officer, have added the award-winning SSW Certified PCM Instructor program to their credentials. Access Cruise, Inc is a catalyst for transformative partnerships in the travel industry, harnessing the power of connection, leadership and trust to drive innovation and growth.

Dr. Grant Van Ulbrich, founder of [SCARED SO WHAT Ltd.](#), shared “I could not be more honoured to announce the certification of both Shannon and Eric. I’ve known both personally and worked with them over my entire professional career in the cruise industry. They are exceptional leaders who work tirelessly to connect companies and destinations globally to the cruise industry. The team at Access Cruise champions change daily and becoming *SSW Certified PCM Instructors* further ensures the change they lead is inclusive of all involved and has the best chance for success.”

SCARED SO WHAT Ltd is a London based global technology company and consultancy pioneering the way for Personal Change Management (PCM) to enhance Organisational Change Management (OCM) through executive & leadership coaching in supporting individuals, and organizations to foster inclusive change and transformation success. Dr. Van Ulbrich is also a keynote and *TEDx Speaker* whose TEDx talk has surpassed 1.5 million views and is also a certified transformation coach.

The business 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 (traditional) organisational 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.

Access Cruise, Inc, a Miami-based consulting collective, is the leading force of innovation and influence through unstoppable partnerships and bold strategies. They ignite powerful collaborations that push boundaries, drive growth and redefine success in the travel industry.

Shannon McKee is recognized throughout the travel industry as a woman of influence who creates powerful partnerships and leverages her strong network to ensure their success. Her reputation creates high profile opportunities for new business development while she mentors aspiring entrepreneurs.

“Innovation is the standard in the cruise industry; collectively we are in a perpetual state of transformation. This employee focused change management program puts employees at the center of the transformative process and equips them with skills to use in all areas of their lives,” said Shannon McKee, Founder and President of Access Cruise, Inc. “We look forward to sharing this program with my colleagues in the travel industry.”

For more information about how Access Cruise, Inc can create bold collaborations for your company, please visit www.accesscruiseinc.com.

For more information on the model, the program and offering as well as the certified PCM instructors, please visit www.scaredsowhat.com.

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ABOUT ACCESS CRUISE, INC:

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SCARED SO WHAT Ltd is a UK, London based global technology company and consultancy pioneering the way for Personal Change Management (PCM) to enhance Organisational Change Management (OCM) through executive & leadership coaching in supporting individuals, and organizations to foster inclusive change and transformation success. They feature the *SCARED SO WHAT PRO APP* and the *SSW Certified PCM Instructor* program and are authors of the 2024 UK Business Book finalist titled *Transforming Sales Management, Lead Sales Teams Through Change*, published by Kogan Page Ltd. Dr. Van Ulbrich is also a keynote and *TEDx Speaker* whose TEDx talk has surpassed 1.5 million views and is also a certified transformation coach.

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