

SCARED SO WHAT LTD.

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PRESS RELEASE

Scared So What Ltd Appoints Three Global Ambassadors for Personal Change to Champion a New Era of Human Transformation

London, UK, 10 October 2025,

Scared So What Ltd, the pioneering organisation behind the world's first Personal Change Management (PCM) methodology and technology, proudly announces the appointment of three distinguished global leaders as its inaugural Ambassadors for Personal Change.

Together, these ambassadors will champion the advancement of *Personal Change Management* as a critical life and leadership skill, empowering individuals, organisations, and nations to navigate change with confidence and purpose.

Marquis Anthony C. Coleiro, Championing Change for Youth and Nations Across Africa

His Excellency Marquis Anthony C. Coleiro, *Honorary Consul of the Côte d'Ivoire in Malta*, has earned his certification as a Scared So What® Personal Change Management Instructor and has been appointed as an Ambassador for Personal Change.

With a passionate commitment to education and youth empowerment, Marquis Coleiro is introducing the *Scared So What*® methodology and first-generation PCM app technology to the citizens and government of the Côte d'Ivoire, with plans to extend across Africa. His mission is to help younger generations embrace personal change as a skill for life, transforming thinking, resilience, and opportunity across nations.

Hannah Wheeler QPM and Kirsty Mead fCMgr, Transforming Wellbeing and Leadership in Policing and Emergency Services

Joining this movement are **Hannah Wheeler QPM**, former *Chief Superintendent of the Metropolitan Police* and recipient of the Queen's Police Medal, and **Kirsty Mead fCMgr**, former *Detective Superintendent of the Metropolitan Police* and an executive coach specialising in transformational leadership and wellbeing.

Both have achieved certification as Scared So What® Personal Change Management Instructors and now serve as Ambassadors for Personal Change for the police, emergency services, and support communities.

Together, they are championing the integration of mental and physical wellbeing, leadership development, and personal change awareness to strengthen resilience, support those who serve, and foster generational transformation in leadership culture.

A Global Movement Begins

Dr. Grant Van Ulbrich, Founder and CEO of *Scared So What Ltd*, shared: "This marks an extraordinary milestone, uniting leaders who understand that transformation begins with the individual. **Marquis Coleiro, Hannah Wheeler**, and **Kirsty Mead** each bring powerful experience and humanity to this mission. Together, they embody what Scared So What stands for, empowering people everywhere to navigate personal change and create a better world."

About Scared So What Ltd

Scared So What Ltd is redefining change by focusing on the most critical element for success - people.

In the UK, research shows a staggering £340 Billion annually is the cost of failed change & engagement initiatives in the public and private sectors. (Grant, 2023). That number will soar to \$2.3 Trillion by early 2026 in failed digital technology initiatives if there is no change to the way these initiatives are imposed upon people. (Harkin, 2024).

While traditional Organisational Change Management (OCM) frameworks focus on imposing change across systems and processes, Scared So What® introduces a breakthrough approach that begins with the individual.

Through its Personal Change Management (PCM) model and first-generation app technology, Scared So What® teaches people how to manage personal change for themselves, quickly, effectively, and sustainably. Its instant, anonymous, and live data insights allow organisations to see their change culture in real time, eliminating the need for outdated surveys and helping change initiatives truly transform.

Scared So What Ltd is headquartered in London, UK, and works with clients across government, education, and corporate sectors worldwide.

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