

THE KEYNOTE THAT CHANGES EVERYTHING
FOR LEADERS AND AUDIENCES

Close The Gap.

How to master leadership. In three words. Nothing more.

DOES YOUR AUDIENCE RECOGNISE THE FOLLOWING...

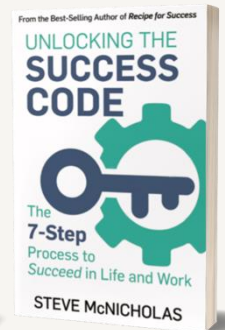
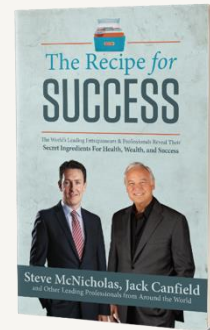
- If the team has **doubt** instead of **belief**, then a **gap** exists.
- If there's plenty of **intent** but no **results**, then a **gap** exists.
- If people say they're **unable** instead of feeling **enabled**, a **gap** exists.
- If reality says let's **change** but fear says let's **leave it**, a **gap** exists.
- If teams choose **excuses** over **solutions**, then a **gap** exists.
- If **blame** beats **accountability** every single time, then a **gap** exists.

Understand why these gaps exist and why every leader only really succeeds when they 'close' them!

"The leader has one purpose: To close the gap. To own it and never ever tolerate it and when the gap is closed, then success always follows!"



THE BOOKS...



THE BIOGRAPHY...

Steve McNicholas is a leadership practitioner, speaker and author with three decades of experience in several sectors and across both corporate and private equity-backed businesses. He has operated at every level of leadership, from team leader to board room executive, accumulating the scars of failure alongside a considerable track record of sustained success.

In his research to capture the core foundations of truly effective leadership, including 130 interviews with leaders across multiple sectors and geographies, he went on to develop the framework and methodology of Leadership SUCCESS Engineering™.

Steve now speaks about these powerful insights as well as continuing to work with 100's of leaders through his Accelerator 100 programmes. His third book, Mastering the Leadership SUCCESS Engine, is expected to be published late in 2026.



Steve McNicholas: "The gap between intent and outcome is where leadership really happens."

KEYNOTE OFFERINGS — FLEXIBLE 30-60 MINUTES — SHAPED TO SUIT YOUR AUDIENCE AND NEEDS

KEYNOTE 01

See the gap. Close the gap. Succeed and achieve.

The flagship session. Direct, honest and often uncomfortable. A clear look at what leadership 'gaps' are, why they exist and what it takes to close them. No gurus. No jargon. Just the reality and clarity that every leader already knows but tolerates or ignores, finally said out loud!

30-60 min | Keynote / Conference

KEYNOTE 02

How a leadership 'OS' plugs gaps and creates success!

What happens when leadership is variable, optional and effectively DIY? That describes about 90% of organisations. The 10% that succeed and achieve, do so through a leadership 'operating system'. Understand how leaders at any level can 'install' an 'OS' and win!

30-60 min | Keynote / Conference

KEYNOTE 03

Why 'brown envelopes' are the signals of a gap to close!

Understand how the arrival of three brown envelopes helped Steve unlock the power of the 'gap' and why Leadership SUCCESS Engineering™ is so powerful in helping every leader who receives their own 'brown envelopes' and how to respond. An emotional and practical talk for all.

45-60 min | Keynote / Workshop

WHAT YOUR AUDIENCE WALKS AWAY WITH EVERY TIME:

- ✓ One clear, simple lens on what effective leadership actually means, beyond the theories and the buzzwords, and how to apply in day-to-day leadership to win.
- ✓ Immediate self-recognition. Every person in the room will see their own gaps, honestly and without flinching and have the 'how' to close them and the 'why'.
- ✓ Practical tools and strategies to start closing those gaps from 'today' and how to sustain progress from 'tomorrow' onwards when excuses and distractions appear.
- ✓ A new understanding for leadership development and effectiveness that cuts through noise, complexity and the comfortable mediocrity in so many organisations.
- ✓ The motivation and accountability to act. To finally understand the gap between 'ineffective' and 'effective' and the realization of what's possible when gaps are closed.
- ✓ The confidence, clarity and enthusiasm – as well as several powerful tools and techniques – to make an immediate positive impact as leaders instantly.

WHAT PEOPLE SAY

"An inspiring speaker who uses powerful and emotive stories to help highlight the significance of his message. He is clearly energised by his mission to help develop leaders win by closing the gap!"

CHRIS BRINDLEY MBE – CHAIR OF RUGBY WORLD CUP

"Steve has clearly created a 'code' for leadership achievement, and I am certain after hearing him today, that what he speaks about is such a powerful and simplified way to win in leadership."

BRIAN TRACY – AUTHOR OF MAXIMUM ACHIEVEMENT

"At last, a speaker who recognizes what reality is REALLY like and takes a complicated topic and truly brings it to life as to 'how to do it'. Be warned, he does not hold back in his challenges!"

PAUL MORRIS MBE – CEO AND INVESTOR

For more details, showreels and testimonials, visit www.stevemcnicholas.com

