

Unlocking the Leadership SUCCESS Code™

Accelerator 100 Programmes 2025 and 2026

*Informing, inspiring and 'unlocking the potential
in leaders at all levels, and their teams, to
deliver extraordinary results.*





Introducing Steve McNicholas

After a successful executive leadership career across several sectors and industries, I was determined to follow my long-term personal quest to identify and share the key components that delivered leadership success on a personal and professional level.

I spent several years aside from the 'day job' researching how the most successful leaders and teams achieve 'success' and just as importantly, how do they sustain it? I interviewed over one hundred leadership practitioners who were clearly succeeding irrespective of sector, geography, experience and challenge. It was from this research and reflecting on my own leadership journey, that I began to notice a pattern or sequence, effectively the **Leadership SUCCESS Code™**. I began to develop these insights in my writing, speaking and in my coaching of leadership teams. The reaction, self-realisation and commitment to evolve was clear. **In recent times, several cohorts and organisations have seen a significant impact on revenue, retention, churn and engagement.**

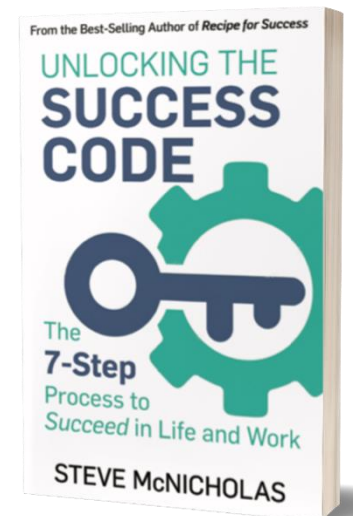
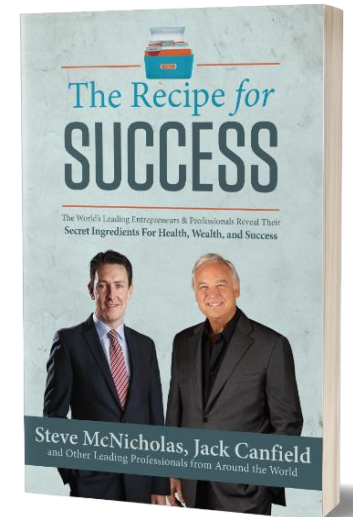
My first book, Recipe for Success, co-authored with NYT best-selling author Jack Canfield, reached best-seller status in 2019. My follow-up book, Unlock the SUCCESS Code™ was then published in 2020 and has sold more than 3,000 copies in the UK and US.

As well as occasional consulting work, I continue to deliver keynote talks and my absolute passion, facilitating the Accelerator 100 programme and supporting, challenging and enabling delegates to unlock the true leadership potential in themselves and their teams

Most programmes under the banner of 'leadership development' tend to focus primarily on technical skills with a bias towards theory. I firmly believe that the core foundations of 'authentic and self-aware leadership' and the seven practical and action-based components that complete the framework, are the key 'enablers' to unlock the performance of the leader, the teams and the wider business as well. Equally important – and the difference to almost all leadership development programmes – **Accelerator 100 dedicates more time to implementation and accountability than time spent in a classroom discussing the theories.**

Many would agree, that **those who lead in any business are effectively, THE most critical factor in the delivery of our goals, targets and ambitions.** The **Leadership SUCCESS Code™** programmes will equip participants with the understanding, frameworks, self-awareness and action plans across seven core themes, to deliver a marked increase in performance, engagement, accountability and a much broader capability, to deliver all that is required of them in these key positions that they hold in your business. I hope we can work together soon.

Steve

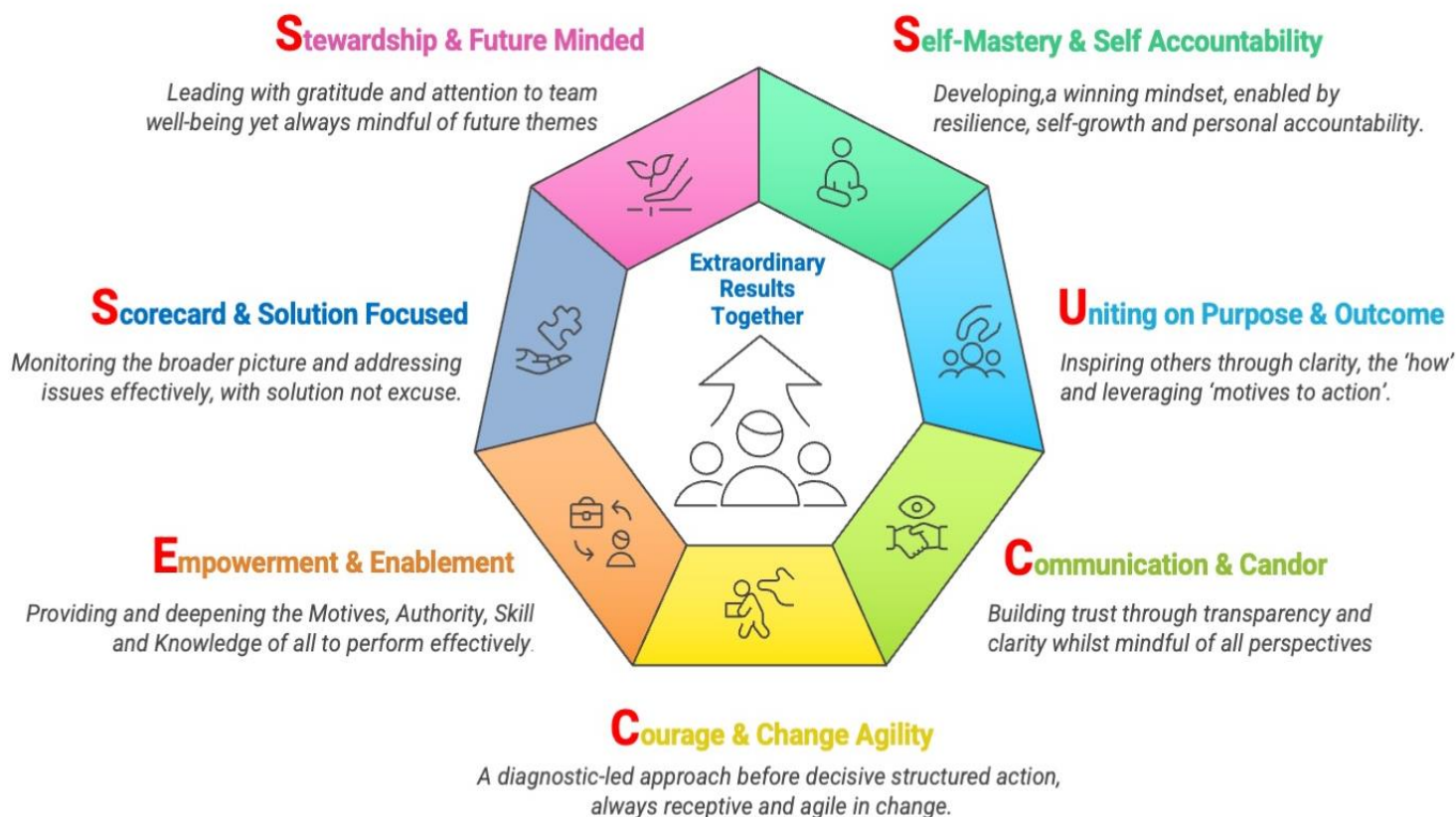


What is the Leadership SUCCESS Code™ ?

Much of the development provided to leaders today, tends to be technical skills such as improving communication, managing performance or delivering change. Technical improvement is always to be welcomed. For truly impactful leadership, that provides a true competitive advantage for any team or business, it is the development of authentic, self-aware leaders, leveraging the foundational themes of the **Leadership SUCCESS Code™** where real success, results and impact can be 'unlocked'.

The **Leadership SUCCESS Code™** is the framework distilled from several years of research and experience, effectively distilling what many of the most successful leaders do today to achieve, providing delegates with the insights and understanding in how to unlock success and achievement for themselves, their teams, their business!

The Leadership S.U.C.C.E.S.S. Code™ Framework



The core themes of the framework will equip leaders at all levels to reflect in:

- **Self-Mastery** and Accountability
- **Uniting on Purpose** and **Outcome**
- **Communication** and **Candor**
- **Courage** and **Change Agility**
- **Empowerment** and **Enablement**
- **Scorecard** and **Solution-Focused**
- **Stewardship** and **Future-Minded**

Whilst appreciating there may be other components to the art of 'leadership' besides the above, development and understanding of these seven foundational themes will equip all delegates to lead and inspire for the results and outcomes needed today – and to sustain such performance moving forwards!

Please do not hesitate to contact me for further information on the **Leadership SUCCESS Code™** and how it can be used to support the leaders in your business today.

Explain SUCCESS to me.....? 1,300+ times!!

What?

How?

When?

Show



SUCCESS Code™ Accelerator 100 Programmes 2025 and 2026

LIMITED AVAILABILITY

- An intense, demanding but inspiring experience, providing delegates with an opportunity to work in-person with the author and the creator of the **Leadership SUCCESS Code™** over two full days in a classroom environment before days 3, 4 and 5 over the next 100 days, when implementation reflections and success are discussed.
- By exploring each of the seven core themes in some detail, delegates will have the chance to understand, reflect, confirm understanding and develop a highly personalised plan for the how to apply and leverage the framework to fundamentally change their understanding and approach to impactful and authentic leadership.
- Please note, that due to the intensity in facilitating these programmes and the preparation Steve applies to delivering a transformative experience, there is only capacity to run two Accelerator 100 programmes per month. Ideal cohort size is typically between 10-12 affording all delegates the appropriate time to share views, experiences and plans. Locations and specific details will be agreed with relevant organization once dates have been secured.
- Full workbooks and learning materials are provided as well as the facilitation of specific review and accountability sessions on days 3, 4 and 5 to undertake the implementation assessment and review sessions. Day 5 is when the relevant executives will confirm completion and implementation sign off per delegate.

OUTCOME



An understanding of the core elements of the **Leadership SUCCESS Code™** and how you as a leader, can harness these insights to achieve your leadership goals and objectives, build an engaged and capable team and importantly, sustain that performance and success through authentic and impactful leadership.

DURATION



Five Days, split over a 2 day main session and 3x1 day implementation review..

COST



Depending upon delegate numbers and location. Please contact us for details

SUCCESS Code™ Accelerator 100 - Overview



The Accelerator 100 is not your 'typical' management/leadership development experience! These programmes are fundamentally a period of open and honest self-reflection against each of the seven component parts that make up the **Leadership SUCCESS Code™** and what they mean for the participants personally and professionally.

The major difference however is this is perhaps the only such leadership development where some 60% of the programme is spent on implementation, review and refinement of the personal implementation plans - to ensure that delegates convert theory, understanding and intention, into real and authentic changes evidenced by the leader themselves, their teams and the wider organisation.

Day 1

Classroom session on understanding, reflecting and clarity of Leadership SUCCESS Code™ framework themes

Day 2

Further classroom session on remaining themes of the framework – draft Implementation Plan created per delegate

Day 3

First review session in group and 121 on progress and issues to implementation and accountability for plan commitment

Day 4

Next review session in group and 121 on further progress to implementation and accountability for plan commitment

Day 5

Formal sign-off that delegate delivered and developed as intended – delegate, team, business confirm achievement

Two-day workshop format - Maximum 12 delegates

Day 3: 30 days post workshop. Day 4: 60 days. Day 5: 100 days – Formal Sign-Off

Delivered in-person at agreed location

Days 3, 4 and 5 can be facilitated on-line or in-person depending upon preferences

Case Study: UK B2B Data

New ARR growth of £3.2m over 20 months post the Accelerator completion – an ROI of 70 x investment and performance continues to be sustained

Case Study: UK B2B SaaS

Revenue Churn reduction of £1.5m in 10 months since frameworks implemented – an ROI of 43 x investment – with greater reductions forecast in 2026

Case Study: UK B2B FS

Leader attrition reduced by 18% in one year, estimated cost saving of £1.44m – an ROI of 35 x investment – with attrition holding firm into 2026

SUCCESS Code™ Accelerator 100 - Feedback

"Thoroughly enjoyed the 5 days. Totally different to my expectations! Steve breaks true leadership down to simple blocks. Really makes you deliver as well!"

Michelle, Head of Lending

"As a newbie leader, I had no idea it would be so beneficial. I feel like Steve has given me the best start in my leadership career and I am ever so grateful."

Emma, Project Leader

"I am already implementing a number of the insights Steve shared and seeing the benefits immediately. Steve is undeniably an inspirational leadership coach"

Nathan, Data Manager

"Refreshing! Little of the usual technical stuff but rather 2 days of reflection on how to truly lead yourself and others to achieve and sustain success - no matter what."

Paul, Sales Leader

"This training was the best I have ever attended. Over 5 days, he makes you think and reflect on his core themes, and you see the improvement that's possible".

Steve, Sales Director

"Having been to many such events, I was sceptical but I am so glad I went. He questions you. Shares insights. Holds you to account and encourages you to thrive!"

Rick, Head of Quality

"This is a must for anyone who truly wants to be a better leader. He will take you out of a comfort zone and push you to improve in themes you just did not ever consider!"

Sarah, IT Director

"A programme that finally shares what real and effective leadership is all about - it's scary but exciting when he holds you to account over the weeks that follow."

Ryan, Finance Director

tandem


Momentum

 Santander


perch
Group

 Addmaster
Additive Technology

 1st
stop group

hansgrohe

NHS



Keynote Speaking and SUCCESS Code™ Seminars

"I was recently labelled as a leading authority and speaker on what it takes to achieve 'success' in leadership as well as perhaps in life generally and just as importantly, how to sustain it. Quite a nice compliment I guess but I suppose I did spend several years researching this topic! I speak about a seven-step sequence, something I eventually called the SUCSESS Code™ and I try to provide my audiences with the insight, understanding and 'secrets' of what the most successful people, leaders and teams on the planet are doing every day that the vast majority are not and sharing stories and examples of how these insights can have an impact for you immediately. Just as importantly as a speaker, I'm passionate about sharing these insights and strategies to enable the achievement of the business objectives, goals or targets you have individually, as a team or as a leader within your business. I want to unlock the SUCCESS. Code™ for you!"

Steve McNicholas, 2025

Steve can be booked to speak to your teams, people or business, subject to availability. His inspiring and motivational keynotes and seminars tend to be between 30 to 60 minutes and will be devised to help reinforce the key messages and objectives that you need your audience to hear. For much more information on keynotes, seminars and fees and how to book Steve for your next event, contact him using the details below.

I can be contacted as follows

Telephone: +(44) 7867 393581 or Email: steve@stevemcnicholas.com or book a call directly via the website: www.stevemcnicholas.com

Keynote and Seminar themes include:

What the Top 10% of Achievers Do To Inspire – Not Infuriate!

Uncover what the top 10% of achievers and leaders know, do and apply daily that the vast majority of us just don't. Why the attributes of ownership, purpose, 'systemisation' and habit matter more to them than anything else in the pursuit of success and achievement.

How 3 Brown Envelopes Can Frame Your Success in 2025 and beyond

Discover the sequence of events over 30 years that led to the discovery of the 'blue-print' to professional and personal success and how you can use this 'blueprint' to achieve and succeed - especially at those challenging 'brown envelope' moments that we all have to face in life!

Unlock the Leadership SUCCESS Code™. Understand. Apply. Succeed!

Understand the decades of research behind the SUCCESS Code™ and how by systematically applying each of the 7 'Code Blocks' in your routine, thinking and approach to goals, targets or objectives, you can achieve, win and succeed consistently.

The TEN Commandments of Success in Leadership in 2026!

Understand and reflect upon five fundamental principles and five critical strategies that we must all grasp and appreciate to have true success and fulfilment in our professional life as managers and leaders in our businesses. The very same principles and strategies can also provide a framework for success and achievement in personal goals and ambitions as well.

I can be contacted as follows

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Website: www.stevemcnicholas.com



Speaking Testimonials



"Steve's work completely reset our perspective and 'thinking' on how we should approach the leadership of the people we lead. Be warned, he does not hold back in making you 'rethink' leadership - the response has been significant!"

Alex Mollart

CEO and Investor



"A powerful and inspiring speaker who adds emotional context to help bring his compelling evidence and his unique Success Code insights to life. Even more important in such challenging times for leaders at all levels"

Chris Brindley MBE

Chairman and Non-Executive



"A transformative thinker and his keynote will provide a fresh approach to success for leaders of any level. Simple but powerful steps for leaders to self-reflect against and thus lead with even greater impact, authenticity and awareness"

Karen Wilkinson

CEO and Non-Executive



"A game-changer in how Steve simplifies the core elements of successful leadership into several core components. The power is in his energy to get you to accept the opportunity to improve and then his passion in making you do it!"

Paul Morris MBE

CEO and Board Adviser



**I hope you found this brochure of some use and
I would love the opportunity to speak with you
further if you feel I can help in anyway.**

I can be contacted as follows

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