

Leadership SUCCESS Engineering™

Accelerator 100 Programmes and Speaking Services

The 'operating system' that unlocks the potential in leaders at all levels, and their teams, to deliver extraordinary results and sustain them.





Introducing Steve McNicholas

After a successful 30-year leadership career across several sectors and industries, I was determined to follow my long-term personal ambition to identify and capture the key components that delivered sustained leadership success on a personal and professional level.

I spent several years researching how the most successful leaders and teams achieve 'success' and just as importantly, how do they sustain it? It was from this research that I began to notice a pattern or consistency of themes and processes that were consistent in every playbook or method. It was the adoption of what I eventually labelled as **Leadership SUCCESS Engineering™**. These seven core themes based upon how leaders **self-lead**, **team-lead** and **performance-lead** helped me develop the **Leadership SUCCESS Engine™** frameworks and models and I began to share these insights in my writing, speaking and in my coaching of leadership teams.

In my view, most organisations do not fail because of weak strategies, conditions or a lack of talent. **They fail because leadership effectiveness at every level is weak, misaligned and wholly focused on the wrong foundational themes.** They lack a leadership 'operating system'!

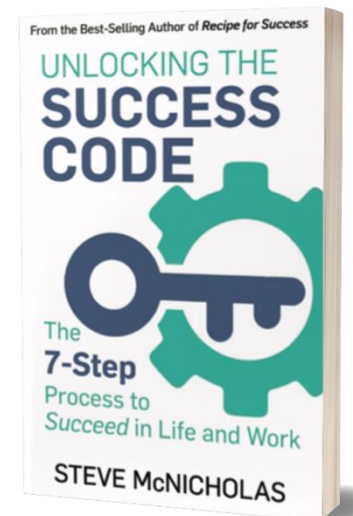
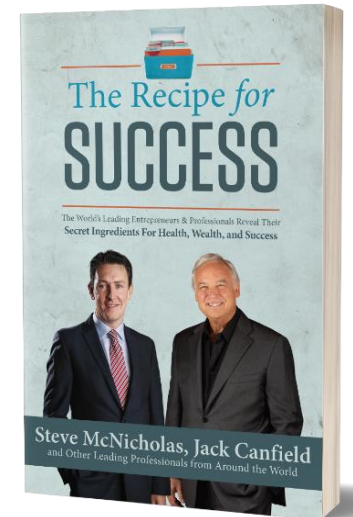
My first book, Recipe for Success, co-authored with NYT best-selling author Jack Canfield, reached best-seller status in 2019. My follow-up book, Unlock the SUCCESS Code™ was then published in 2020 and has sold more than 3,000 copies in the UK and US. My third book, Mastering the Leadership SUCCESS Engine™, is due for release in Q1 of 2026.

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 on technical skills with a heavy bias towards the theory. I do not 'train' leaders. I seek to install **Leadership SUCCESS Engineering™** so that every leader can self-lead, team-lead and performance-lead with clarity and accountability. This creates the leadership depth and alignment that your organisation needs to hit its objectives, reliably, consistently and at scale. 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 considering theories.

I hope we can work together soon. In the meantime, keep winning!

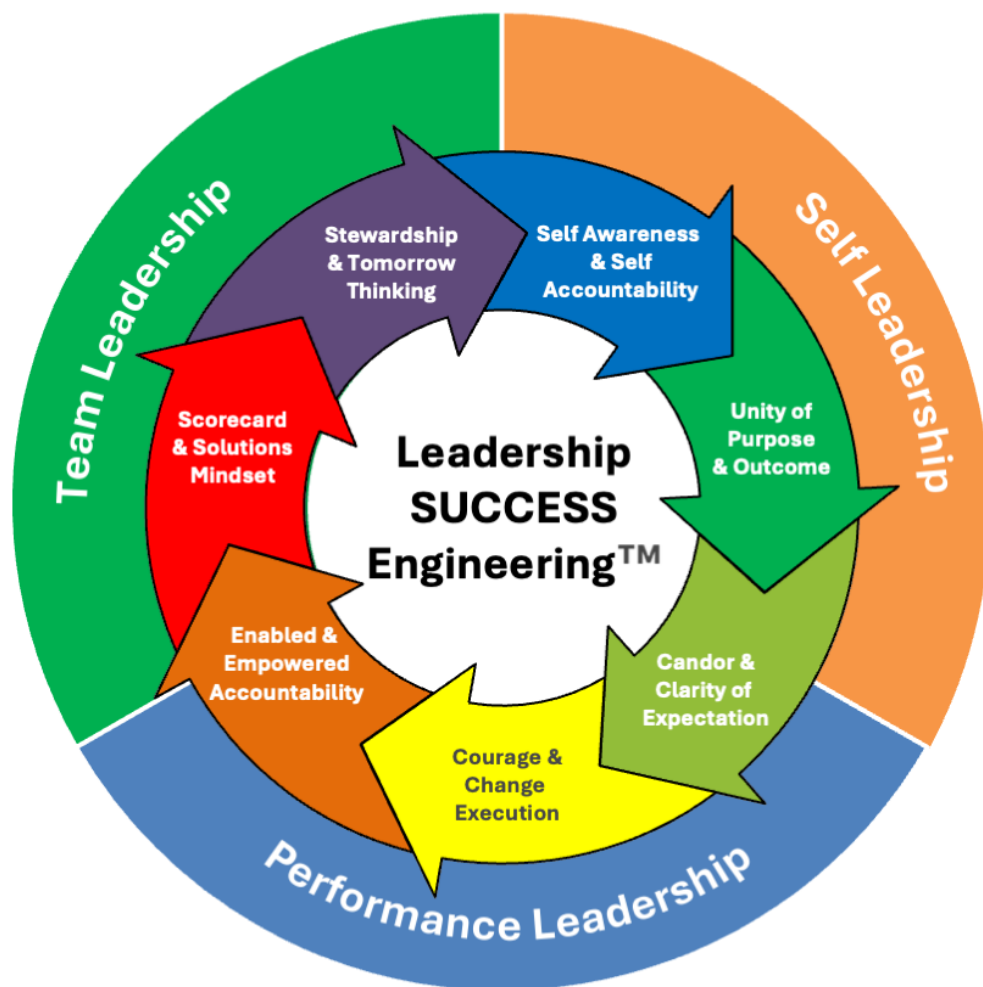
Steve



What is Leadership SUCCESS Engineering™ ?

Much of the development provided to leaders today, tends to be technical skill 'events' such as communication, culture or change. Adoption is always inconsistent as is the accountability to apply it. High-performance leadership is not created by events. It is created by 'engineered leadership effectiveness'. When leaders at all levels can **self-lead**, **team-lead** and **performance-lead** consistently, everything changes. Teams align, accountability flows naturally, execution becomes predictable and momentum accelerates. Leadership becomes repeatable, scalable and sustainable, providing a true competitive advantage for any team or business.

Leadership SUCCESS Engineering™ is the framework and system of installing the critical themes, foundations and methods to scale leadership effectiveness, alignment and consistent 'operating systems' to build leadership capability and to allow the wider organisation to achieve its strategic and commercial ambitions.



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

- **Self-Awareness** and **Accountability**
- **Unity of Purpose** and **Outcome**
- **Candor** and **Clarity of Expectation**
- **Courage** and **Change Execution**
- **Enablement** and **Empowerment**
- **Scorecard** and **Solution-Mindset**
- **Stewardship** and **Tomorrow Thinking**

Whilst appreciating there may be other components to the art of 'leading' others, **Leadership SUCCESS Engineering™** is the system of understanding, installing and scaling the core leadership themes, structures and systems that create consistent success.

High performing leadership cohorts are not created by hope, pep=talks, events or strategies. They are created by engineered leadership capability. **Leadership SUCCESS Engineering™** doesn't ask you to 'hope' for leaders to improve. It builds the capability for success into the organisation itself.



LIMITED AVAILABILITY

SUCCESS Engineering™ Accelerator 100 Programmes

- 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 Engine™** 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 personal 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 Engine™** 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 Engineering™ Accelerator 100 - Overview



The Accelerator 100 is not your 'typical' 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 Engine™** 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™ Engineering 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

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Momentum

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Group

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stop group

hansgrohe

 NHS



Keynote Speaking and SUCCESS Engineering™ 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 labelled Leadership SUCSESS Engineering™ 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 Leadership SUCCESS Engine™ 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 Engine™. Understand. Apply. Succeed!

Understand the decades of research behind Leadership SUCCESS Engineering™ and how by systematically applying each of the 7 '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 completely '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 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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