



Leadership SUCCESS Engineering™

Closing the leadership 'intent to results' gap.

Three foundations. Seven enablers.

One 'operating system' for leadership.

Accelerator 100 Programmes and Supporting Services





Introducing Steve McNicholas

After a successful 30-year leadership career across several sectors and industries, primarily financial services and private-equity backed organisations, I was determined to follow my long-term ambition to identify and capture those key components that delivered sustained leadership success on a personal and professional level....and share them!

It was from this research over a few years, speaking to some 130 leaders globally, that I began to observe and recognise a pattern of recurring themes consistent in how every successful leader I engaged operated. These consistent themes were based upon how leaders **self-lead, team-lead** and **performance-lead** and led to me developing the **Leadership SUCCESS Engineering™** methodology. Since then, I have written, spoken and deployed with several leadership teams to great effect.

In my view, most organisations do not fail because of weak strategies, conditions or a lack of talent. **They fail because leadership effectiveness is too varied, busy but misaligned and wholly focused on the wrong foundational themes.** They lack a leadership ‘operating system’!

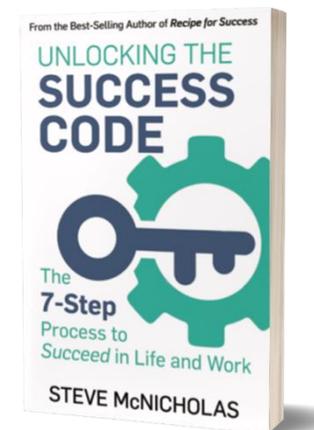
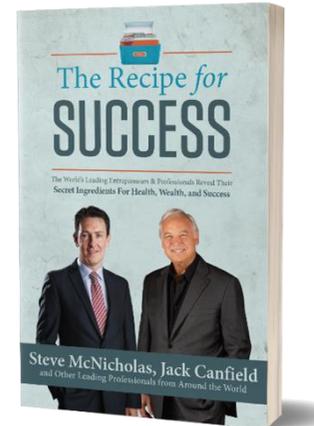
My first book, Recipe for Success, co-authored with NYT best-selling author Jack Canfield, reached best-seller status in 2019. My follow-up book, Unlock the SUCCESS Code™ was then published in 2020 and has sold more than 3,000 copies in the UK and US. My third book, Mastering the Leadership SUCCESS Engine™, is due for release in Q3 of 2026.

As well as occasional consulting, speaking and individual coaching work, my absolute passion is facilitating the Accelerator 100 programme and supporting, challenging and enabling delegates to unlock the 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 establish a baseline and then to scale leadership effectiveness. Alignment and consistency in your leadership ‘operating systems’ develops capability and allows the organisation to achieve its strategic aims.



Three strategic foundations. **Seven** key enablers that develop **Seven** leader personas: **One** operating system.

- Self-Awareness and Accountability – **The Foundation**
- Unity of Purpose and Outcome – **The Anchor**
- Candour and Clarity of Expectation – **The Bridge**
- Courage and Change Execution – **The Catalyst**
- Enablement and Empowerment – **The Multiplier**
- Scorecard and Solution-Mindset – **The Futurist**
- Stewardship and Tomorrow Thinking – **The Legacy**

Whilst appreciating there may be other components to the art of ‘leading’ others, **Leadership SUCCESS Engineering™** is the system of installing and scaling the **core** leadership themes that create the **most** 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.



Leadership SUCCESS Engineering™ Accelerator 100 Programmes

LIMITED 2026 AVAILABILITY

- The flagship leadership development programme for deploying the methodology, frameworks and foundations of **Leadership SUCCESS Engineering™** helping leaders at all levels, achieve a powerful and consistent baseline in their capability to **self-lead, team-lead and performance-lead**. This is an intense programme that runs over 100 days and gives leaders the chance to work in-person with the founder of **Leadership SUCCESS Engineering™** and provides the opportunity for any organisation to establish a leadership ‘operating system’ to enable sustained growth, performance and scalability.
- By exploring the framework themes in some detail, delegates will have the chance to understand, reflect, confirm understanding and develop a highly personal plan for how to apply and leverage the key enablers to fundamentally change their understanding and approach to impactful and effective leadership.
- Please note, unlike almost all leadership development programmes available today, the **Leadership SUCCESS Engineering™ Accelerator** is designed so that more time is spent by delegates on implementation, execution, change and growth, than time spent in the ‘classroom’ on the theory. Whilst the time (2 days) reflecting against the frameworks is vital, it is in the ‘doing’ that change occurs, that leadership is developed and that the real ROI becomes evident. It is also in the ‘doing’ that individuals feel the accountability for delivery and implementation!

OUTCOME



An understanding of the core elements of **Leadership SUCCESS Engineering™** 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 effective and impactful leadership.

DURATION



Five Days, split over a 2-day immersion and 3x1 day implementation reviews

COST



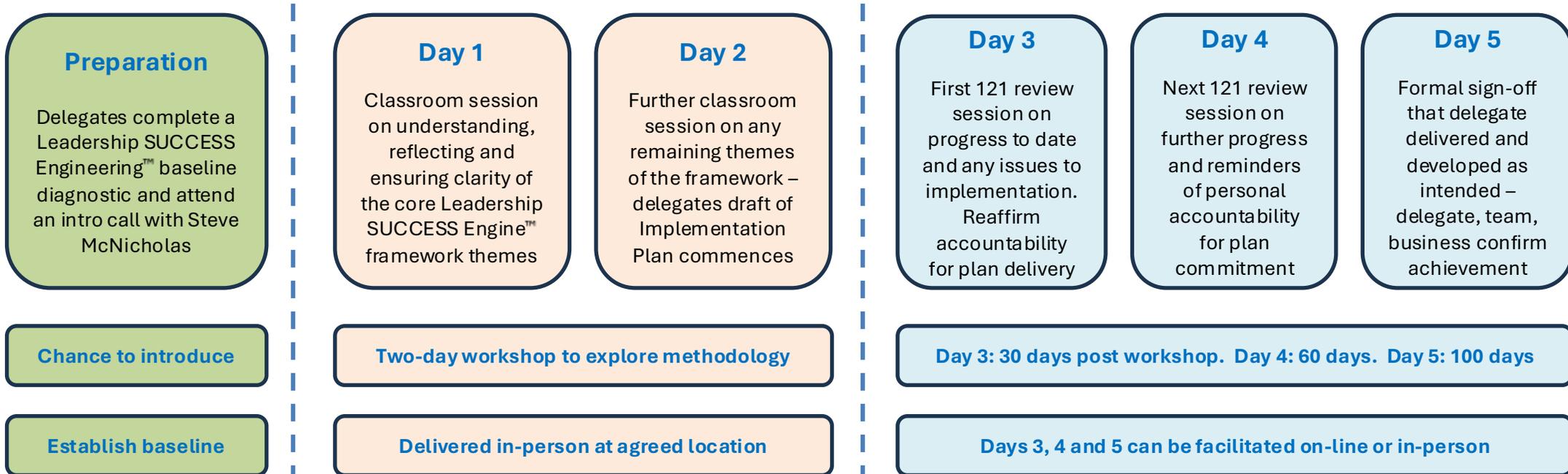
Depending upon delegate numbers and location. Please contact us for details

SUCCESS Engineering™ Accelerator 100 - Overview



The Accelerator 100 is **NOT** your typical leadership development experience, deliberately dedicating more time on implementation and delivery than important theory and understanding. Starting with a personal introduction call to ensure any concerns or questions are addressed, we progress quickly to a two-day session of open and honest self-reflection to the seven core themes that make up **Leadership SUCCESS Engineering™**. We explore various models, insights and frameworks to help you gain the clarity needed to reach an effective baseline in all seven themes. Your personal Implementation and Change Plan will capture the actions needed to do this.

Over the next three months, typically after 30, 60 and 100 days, we will meet on a 121 basis (and group) to assess progress to implementation and change. This is when the growth and ROI on the time and effort invested begins to become evident. Delegates are held to account for the implementation of plans and also have the chance to seek additional support and guidance to overcome any issues or barriers to progress. A full overview of the Accelerator 100 is shown below.



Case Study: UK B2B Data
 New ARR sales growth of £3.2m over 10 months post the Accelerator – an ROI of 70 x investment. Sales performance continues to be sustained. Several new leaders commenced LSE in Q4 25

Case Study: UK B2B SaaS
 Existing revenue churn reduction of £1.5m in 8 months since implementation – an ROI of 43 x investment – with further reductions forecast in 2026. Investor expectation is 75% reduction!

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 leader and colleague attrition now at 5% in Q4 2025, from 24% in Q2 2024.

SUCCESS Code™ Engineering 100 - Feedback



"Thoroughly enjoyed the 100 days. Totally different to my expectations! Steve breaks true leadership down to simple blocks. Really makes you deliver as well!"

Michael, Head of Sales

"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."

Amanda, Project Director

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

Ian, 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 Director

"This event was the best I have ever attended. His relentless intensity in the follow-up period forces you to commit to the actions and the results are so worth it".

Steve, Purchasing Director

"I admit, I was sceptical but I am so glad I was invited. He questions you. Shares insights. Holds you to account and encourages you to thrive and makes it simple!"

Mick, 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!"

Susan, 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

 Santander

 Addmaster
Additive Technology

hansgrohe


Momentum

mobysoft

 1st
stop group

NHS



Keynote Speaking and SUCCESS Engineering™ Seminars

“I was recently labelled as a leading authority on what it REALLY takes to achieve ‘success’ in leadership and just as importantly, how to sustain it. Quite a nice compliment I guess but I did spend several years researching and almost 3 decades ‘practising’ the topic! I speak about something I eventually labelled Leadership SUCSESS Engineering™ and I share 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. They are systematically closing the gap between ‘intent’ and ‘outcome’ which is the space were 99% of leadership happens. 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. I want to unlock Leadership SUCCESS Engineering™ for you!

Steve McNicholas, 2026

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 Effective Leaders 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. What the three principles and seven enablers are that produce the 'one system' and why that matters more to them than anything else in the pursuit of leadership success.

How 3 Brown Envelopes Can Frame Your Success in 2026 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 face in leading ourselves and our teams.

Installing Leadership SUCCESS Engineering™. Understand. Apply. Succeed!

Understand the years of research behind Leadership SUCCESS Engineering™ and how by systematically applying each of the 7 'enablers' 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 the principles and critical strategies that we must all grasp and appreciate to have sustained success as 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

Telephone: +(44) 7867 393581

Email: steve@stevemcnicholas.com

Website: www.stevemcnicholas.com



Speaking and Coaching 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 leadership practitioner who adds emotional context to help bring his compelling evidence and his unique leadership success 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 and all leaders 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

Telephone: +(44) 7867 393581

Email: steve@stevemcnicholas.com

Website: www.stevemcnicholas.com