



MOMENTUM 100 LEADERSHIP DEVELOPMENT PROGRAMME

Leadership SUCCESS Engineering™

Closing the critical gap between intention and outcome.

Three foundations. Seven enablers. One operating system for every layer of leadership.

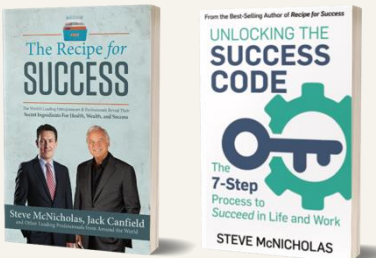
Introducing Steve McNicholas....



Steve McNicholas

Founder, 371 SUCCESS Limited

Two-time Author



Recipe for Success, co-authored with Jack Canfield, was a best-seller in 2019. Unlock the SUCCESS Code followed in 2020, selling over 3,000 copies in the UK and US. Steve's third book on the 'Leadership Gap' is due in 2027.

After 30 years leading in several sectors, from junior leader to boardroom executive, I am driven by one thing: helping leaders to succeed. To help them turn plans and intentions into outcomes and results and to 'win' personally and professionally.

Reflecting on three decades of leading teams and businesses myself and then based on a few years of research grounded in 130 conversations with numerous leaders succeeding and thriving in countless sectors and roles, the patterns were clear. Those leaders who delivered and performed consistently were not relying on charisma, talent or 'luck'. They were mindful of but also highly-focused, on 'closing the gap'. Delivering the results they needed to through their people, was an obsession!

The 'gap' I refer to here is the one that lives between plans and intentions versus outcomes and results. It's the gap that exists in so many teams and organisations and it's throttling your success. So how did these leaders succeed?

They operated to their "non-negotiables". They were consistent in their effectiveness in the core enablers and the application of leadership in those critical moments that matter the most. These insights became the Leadership SUCCESS Engineering™ framework and the resulting Leadership Operating System™ that we help 'install' with delegates and leaders today.

It's my experience, that most organisations do not fail because the strategy is weak or the talent is thin. They fail because leadership effectiveness varies wildly across teams, layers and individuals. That variance is tolerated, and its impact compounds and worsens. There is no shared 'playbook' that's consistent, so every leader makes it up as they go. It's effectively leadership chaos!

The cost shows up everywhere. Strategy that does not convert. Plans that drift. Forecasts that fall short. Talent that leaves and executive teams who cannot honestly say whether the plans will be delivered. The consequences of this can be devastating.

I need to be clear on one thing here. I do not 'train' leaders. Training fills classrooms and ticks a box but changes very little. I work with delegates to install the foundations and enablers so that every leader self-leads, team-leads and performance-leads with clarity and accountability. We do spend 2 days in a 'classroom' on the theory part, but we then spend some 100 days ensuring the execution, ownership and implementation of each delegate's plans and priority themes. That's when the magic happens. It's the 50:1 ratio, or the 'accountability architecture' that makes all the difference and it's why Momentum 100 as a leadership development programme, is wholly different to the majority leadership development offerings today.

I hope we get the chance to work together soon. Keep winning!

What is Leadership SUCCESS Engineering™.....?

Much of the development given to leaders today is a technical skills event. Events on communication, culture, change. Adoption of theory is inconsistent and so is the accountability to apply it. The result? Greater variance, wider differential and little impact. Effective and successful leadership is not created by events. It is created by 'engineered' leadership effectiveness. Several critical 'enablers' adopted and applied by leaders at every layer. Your organisational 'non-negotiables' become your 'operating system', providing clarity and consistency to leaders and their teams at every layer of the organisation.



THREE FOUNDATIONS. SEVEN ENABLERS. ONE LEADERSHIP 'OS'.

- Self-awareness and self-accountability *The foundation*
- Uniting others on 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*

When leaders at every level self-lead, team-lead and performance-lead consistently, everything changes. Teams align. Accountability flows. Variances drop. Execution becomes predictable. Leadership becomes repeatable, scalable and sustainable. Leadership becomes a genuine competitive advantage.

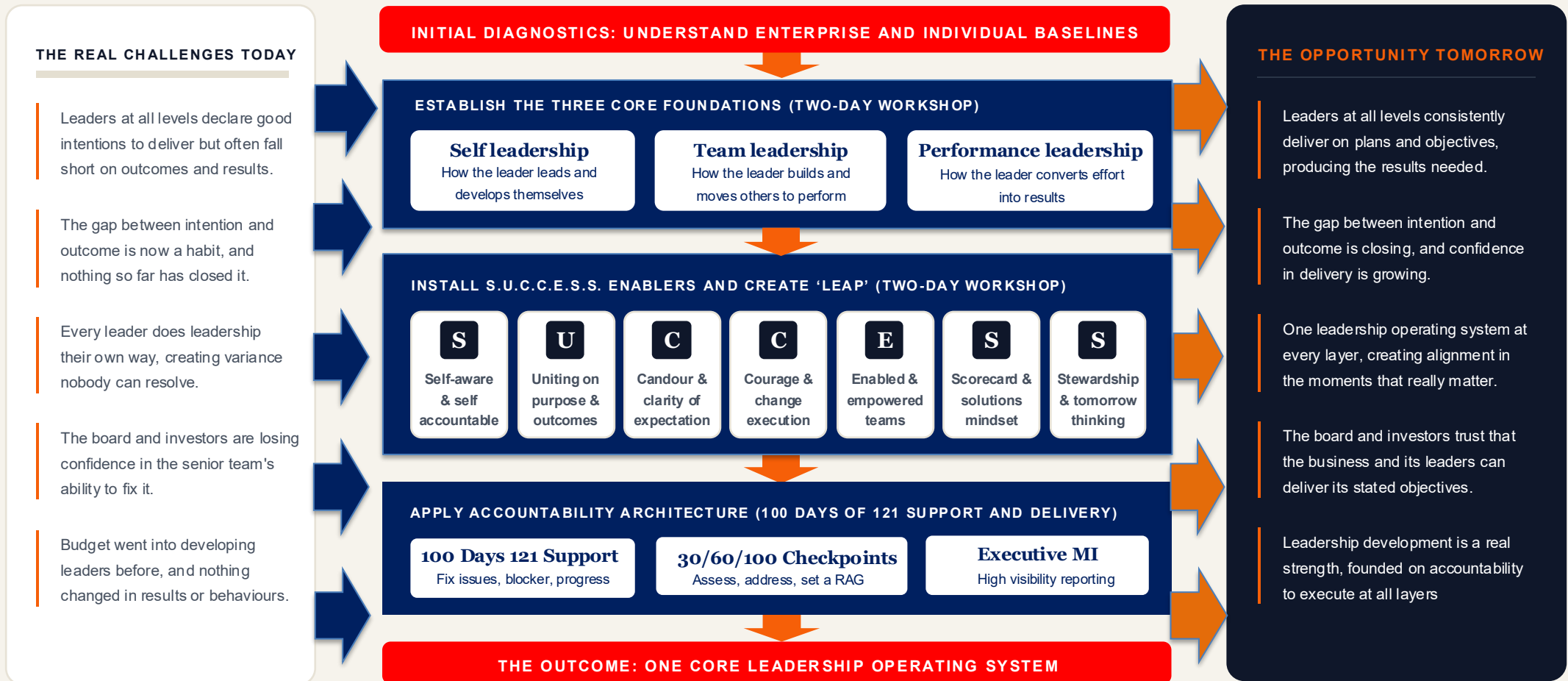
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The Momentum 100 programme overview....



WHAT IT HAS DELIVERED FOR OTHERS

£2.2m

UK B2B DATA

new ARR growth over the 14 months after the Momentum 100 completed, an ROI of 40x.

£1.5m

UK B2B SAAS

revenue churn reduction in 10 months since the programme completed, an ROI of 43x

18%

UK B2B FINANCIAL SERVICES

reduction in leader attrition in one year, an estimated £1.44m saved, an ROI of 35x

The Momentum 100 programme, the usual questions....

Why does the programme last 100 days?

Most development events for leaders involve an engaging session, impressive materials and the anticipation of change. Then the reality of the day job arrives. Without the accountability architecture, nothing changes.

The Momentum 100 provides the baseline diagnostic and the classroom theory. Critically, it then provides three to four months of intensive 1-2-1 implementation and accountability, so that individual plans are delivered.

How do delegates experience the programme?

It opens with an online diagnostic, so every delegate has a personal baseline to work from. The two-day classroom phase then works through the themes of the frameworks and IP, so the 'gaps' can be seen honestly.

Each delegate writes their own effectiveness plan, prioritising the themes where action is needed. The following 100 days is where the real work happens, and where I hold each delegate to account for making it happen.

Is this not just another leadership event?

Yes and no. For two days you will go deep into the framework and understand the 'gaps' you face as a leader today, and how to close them.

But unlike most leadership development, once the two days of theory are complete, I am with you for the next 100 days, and there is no hiding place. That is when theory turns into change, growth and effectiveness. The majority of leadership development programmes end in the classroom. With Momentum 100, it actually starts when we leave the classroom!

What about cohort sizes, location and cost?

Cohorts are typically 8 to 10 delegates. That gives every delegate the time and capacity to work closely with me throughout the workshop session.

I have delivered the Momentum 100 in the UK and internationally. Cost depends on how many delegates and cohorts are needed and is reflective of the significant support provided to each delegate individually, over 3-4 months. Contact me to discuss your situation and, if it is useful, I can provide a full proposal as well as availability now into 2027.

What some previous Momentum 100 delegates said.....

“

Thoroughly enjoyed the 100 days.
Totally different to expectations.
Steve breaks leadership down to seven core blocks. The follow-up is intense but makes the difference.

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 seeing huge change thanks to a number of the strategies Steve shared, as are my teams. Steve is undeniably an inspirational leadership coach, and he's intense!

Ian

Data Manager

“

Refreshing. The first one of these where I had no excuses and no place to hide. Steve sets out the model, he helps you understand, and for 3 months, he drives you on.

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 Manager

“

I admit I was a little doubtful, but I am so glad I was invited. He questions you. Holds you to account and encourages you to thrive. And he 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 your comfort zone and push you to improve in themes you never considered.

Susan

IT Director

“

A programme that finally shares what real and effective leadership is all about. Scary but good when he is pushing you but supporting too in the crucial weeks that follow.

Ryan

Deputy CFO

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Chetwood Bank.



What some of the executive sponsors said....



★★★★★

Alex Mollart

CEO and investor

"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 delegates completely 'rethink' leadership - the response has been significant! His focus on LEAP execution is relentless."

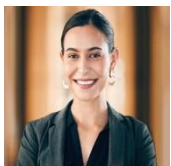


★★★★★

Chris Brindley MBE

Chairman and non-executive

"A powerful and inspiring leadership practitioner who adds emotional context to help bring his compelling framework and his unique leadership 'success' themes to life. Even more important in such challenging times for leaders at all levels to be enabled and equipped to perform effectively."



★★★★★

Karen Wilkinson

CEO and non-executive

"A transformative thinker and his unique model will provide a fresh approach to success for leaders of any level. The only programme I've ever seen where the 'leaders' are held to account after the classroom! There's no hiding place with Steve but his support to delegates is unwavering when needed."



★★★★★

Paul Morris MBE

CEO and board adviser

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



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If you would like to chat or explore the programme further, please reach out using the various options shown below. I look forward to speaking as soon as we can.

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CALENDLY LINK TO BOOK A CHAT

<https://calendly.com/steve-stevemcnicholas/30min>