

Unlocking the SUCCESS Code In Leadership

Informing, inspiring and 'unlocking the potential' in managers, leaders and their teams to consistently achieve more.

Developing leaders and winners in business, in life and ideally in both!





About Steve McNicholas

After a successful executive leadership career across several sectors and industries including banking, telecoms, consumer data and working in several businesses in private equity, Steve McNicholas was determined to follow his personal and professional quest to identify the key components that delivered consistent success on a personal and professional level.

He spent well over a decade researching how the most successful individuals, leaders and teams achieve 'success' and just as importantly, how do they sustain it? He has interviewed hundreds of 'achievers' from various backgrounds and industries in his quest to learn and distil the success 'formula'.

It was from his research and also in reflecting upon his own life and leadership journey, that he began to notice a pattern, a sequence, effectively the *SUCCESS Code*[™] of consistent achievement. He then began to develop these insights and findings in his writing, his speaking and in his coaching of leaderships teams of all levels and experience as well as in one-to-one mentoring with individuals. Several simple but powerful components that applied in sequence and with commitment, can unlock the potential, achievement and results desired.

His first book, *Recipe for Success*, co-authored with New York Times best-selling author Jack Canfield, reached best-seller status in 2019. His follow-up book, *Unlock the SUCCESS Code[™] - 7 Steps to Succeed in Life and Work*, was published in 2020 and has achieved best-seller status on Amazon in the UK and US!

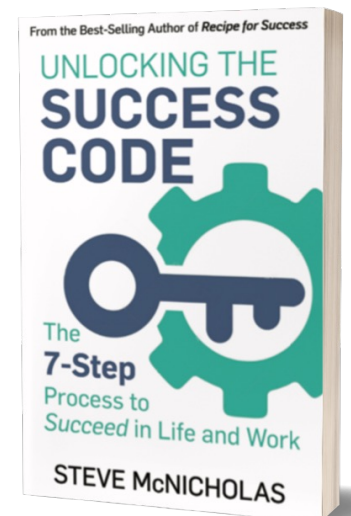
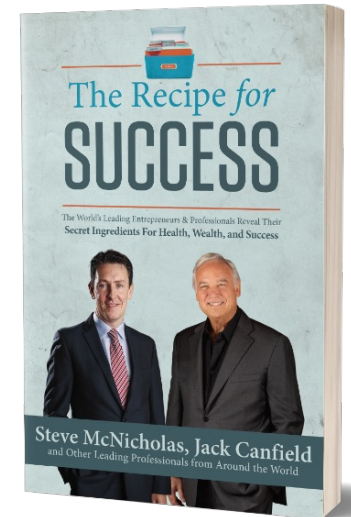
Steve is now a sought-after **keynote speaker**, programme **facilitator** and **coach** and has worked with a number of organisations in supporting their management and leadership development ambitions and priorities.

His **Accelerator Programme** is designed for emerging and 'new to role' managers/leaders whilst the **Masterclass programme** is designed for managers/leaders with several years of experience. Both provide a completely fresh perspective on leadership in 2024 and beyond and are designed to help participants unlock the leadership S.U.C.C.E.S.S. Code[™] through self-reflection and then committed action to the seven component elements discussed. Individual and collective action plans are produced to drive the results and outcomes expected.

Steve's personal focus is "to inform, inspire and maximise the potential in all - unlocking the S.U.C.C.E.S.S. Code[™] to develop leaders and winners in life and in business." I hope you find what you need in this brochure but please do contact or call if you need any further detail.

I can be contacted as follows

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

What?
How?
When?

Show



S.U.C.C.E.S.S. Code™ Accelerator Programme: *For Emerging and New To Role*

- The Accelerator Programme is a **live event** for delegates to understand, apply and leverage the components of the SUCCESS Code™ methodology.
- The programme provides an amazing opportunity for **new-to-role or emerging managers/leaders** to work in-person with Steve McNicholas, **creator of the SUCCESS Code™**. Participants will discuss, reflect, consider and then agree how they might apply the seven core leadership fundamentals in their role as new ‘managers and leaders’ in order to succeed and achieve in their role, team or business today!
- The Accelerator programme is run over 3 full days. **Part 1** is a two-day workshop to understand the core elements of the leadership SUCCESS Code™ as well as agree a personalised plan for reflection, change and of course, implementation. **Part 2** is a one-day session typically run some 30 days later where a refresh of the core elements is provided as well as reflecting upon implementation of committed action plans and overcoming any perceived barriers to success.
- In both the Accelerator and Masterclass programmes, delegates will form a greater **self-awareness, deeper understanding and an ability to apply these proprietary strategies** to drive the success, results and outcomes they are seeking as managers and leaders. The content is flexed between the Accelerator and Masterclass programme to reflect experience and tenure on the manager/leader journey.

OUTCOME



An understanding of the core elements of the SUCCESS Code™ and how you as a ‘new to role’ or aspiring manager and leader, can harness these insights to achieve your critical and most pressing leadership goals or objectives and importantly, sustain that performance and success.

DURATION



Three Days, split over a 2 day and 1 day workshop format.

COST



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



S.U.C.C.E.S.S. Code™ Masterclass Programme: *Experienced and Senior Leaders*

- The Masterclass Programme is a **live event** for delegates to understand, apply and leverage the components of the SUCCESS Code™ methodology.
- The programme provides an amazing opportunity for more experienced managers and leaders, to work in-person with Steve McNicholas, **creator of the SUCCESS Code™**. Participants will discuss, reflect, consider and then agree how they might apply the seven core leadership fundamentals in their role as new ‘managers and leaders’ in order to succeed and achieve in their role, team or business today!
- The Masterclass programme is run over 3 full days. **Part 1** is a two-day workshop to understand the core elements of the leadership SUCCESS Code™ as well as agree a personalised plan for reflection, change and of course, implementation. **Part 2** is a one-day session typically run some 30 days later where a refresh of the core elements is provided as well as reflecting upon implementation of committed action plans and overcoming any perceived barriers to success.
- In both the Accelerator and Masterclass programmes, delegates will form a greater **self-awareness, deeper understanding and an ability to apply these proprietary strategies** to drive the success, results and fulfilment they are seeking as managers and leaders. The content is flexed between the Accelerator and Masterclass programme to reflect experience and tenure on the manager/leader journey.

OUTCOME



An understanding of the core elements of the SUCCESS Code™ and how you as an experienced manager and leader, can harness these insights to achieve your critical and most pressing leadership goals or objectives and importantly, sustain that performance and success.

DURATION



Three Days, split over a 2 day and 1 day workshop format.

COST



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

S.U.C.C.E.S.S. Code™ Leadership Programmes



- The **Accelerator** and **Masterclass** Programmes are not your 'typical' management/leadership development experience! Although there are several 'toolkits' to help on the technical elements of leading others, 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.
- Delegates discuss, debate, reflect and then **commit to the personal actions** they will take in order to '**lead and inspire**' their team against the seven key components of the Leadership SUCCESS Code™ over two full days - before a third full day a month or so later for 'sign off' as well as additional support.
- Both programmes provide an amazing opportunity for managers and leaders to work in-person with Steve McNicholas, creator of the SUCCESS Code™.
- Key themes explored include the critical need for **OWNERSHIP & ACCOUNTABILITY** of situations and results. Identifying and unlocking **PERFORMANCE & PROBLEMS**. The thinking behind **ENGAGEMENT & EXPECTATION** is explored. **LIMITING BELIEFS** are considered, and often shattered, as well as the foundational theme of **RECEPTIVITY TO CHANGE**. An intense 2+1 days of self-awareness and focused improvement.

"Thoroughly enjoyed the programme. Totally different to my expectations! Steve breaks true leadership down to simple blocks. Really makes you think!"

Michelle, Head of Lending

"As a newbie manager, 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 Manager

"This programme was the best I have ever attended. He makes you think and reflect on his code themes and within hours, you see the improvement that's possible".

Steve, Team Manager

"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 you consider yourself to Steves frameworks."

Ryan, Finance Director



Keynote Speaking and S.U.C.C.E.S.S. 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 a decade or more researching this topic! I speak about a seven-step sequence, something I eventually called the S.U.C.C.E.S.S. Code™ and I try to provide my audiences with the insight, understanding and 'secrets' of what the most successful people, leaders, performers etc 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 S.U.C.C.E.S.S. Code™ for you!

Steve McNicholas, 2024

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.

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Keynote and Seminar themes include:

What the Top 10% of Achievers Do That You Don't!

Uncover what the top 10% of achievers and top performers 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 2024 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 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 2024!

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.

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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 and personal awareness"

Mike Gordon


CEO and Chairman



"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.

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