

Leadership SUCCESS Engineering™

*Closing the gap between 'intention' and 'outcome'.
Three foundations. Seven enablers. One 'operating
system' for every layer of leadership.*

**Accelerator 100 Leadership
Effectiveness Programmes**





Introducing Steve McNicholas

After 30 years leading in several sectors, from leader through to boardroom executive, I am passionate in my desire to help as many 'leaders' as possible in succeeding personally and professionally.

Reflecting on 3 decades of leading and from my own research over two years and grounded in 130+ conversations with many effective leaders globally, the pattern was clear. Leaders who delivered consistently weren't relying on charisma, talent or personality. They operated against the same foundational disciplines of self-leadership, team-leadership and performance-leadership and relentless application of several key enablers. That insight became the **Leadership SUCCESS Engineering™** methodology and the resulting **Leadership 'operating system'™** that I help clients and leaders deploy successfully today.

Most organisations don't fail because the strategy is weak, conditions are hostile or talent is thin. They fail because leadership effectiveness varies wildly across teams, layers and individuals. This variance is effectively tolerated and compounds if not tackled. There's no shared playbook, there's no consistent 'operating system' so every leader makes it up as they go, it's DIY leadership.

The cost shows up everywhere: strategy that doesn't convert, plans that drift, forecasts and commitments that fall short, talent that leaves, and an executive team and boardroom who can't honestly say whether the plans outlined and intended, will land or not!

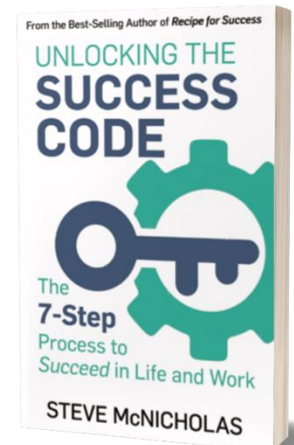
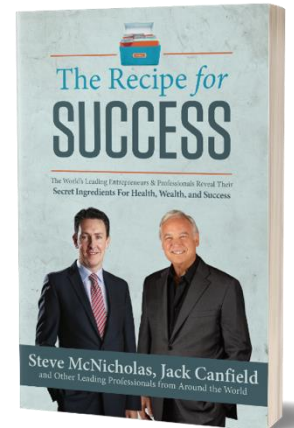
My first book, *Recipe for Success*, co-authored with NYT best-selling author Jack Canfield, became a best-seller in 2019. The follow-up, *Unlock the SUCCESS Code™*, was published in 2020 and has sold over 3,000 copies in the UK and US. My next book, working title, *The Leadership Operating System™*, is due later in 2026.

I need to be clear on a key issue here. I don't 'train' leaders. Training fills classrooms, it ticks boxes but changes very little. I work with organisations to 'install' the **Leadership SUCCESS Engineering™** foundations and core enablers to 'produce' leadership so every leader self-leads, team-leads and performance-leads with clarity and accountability. That's how organisations build the leadership effectiveness they need to hit their metrics, plans and objectives reliably, consistently and at scale.

The other fundamental difference with Accelerator 100 compared to 99% of leadership development solutions? We spend two days on the theory and 100 days on the implementation of the plan, holding every leader accountable to achieve the baseline required. It's my view that growth, progress and development lives in the doing, refining, improving, and not in the theory.

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 a leadership ‘operating system’ designed to install the critical themes, foundations and methods to establish and then to scale leadership effectiveness. Alignment and consistency in your leadership ‘operating system’ develops capability and allows the organisation to achieve its strategic aims.



Three strategic foundations. **Seven** key enablers.
One operating system for leaders at every level.

- 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.

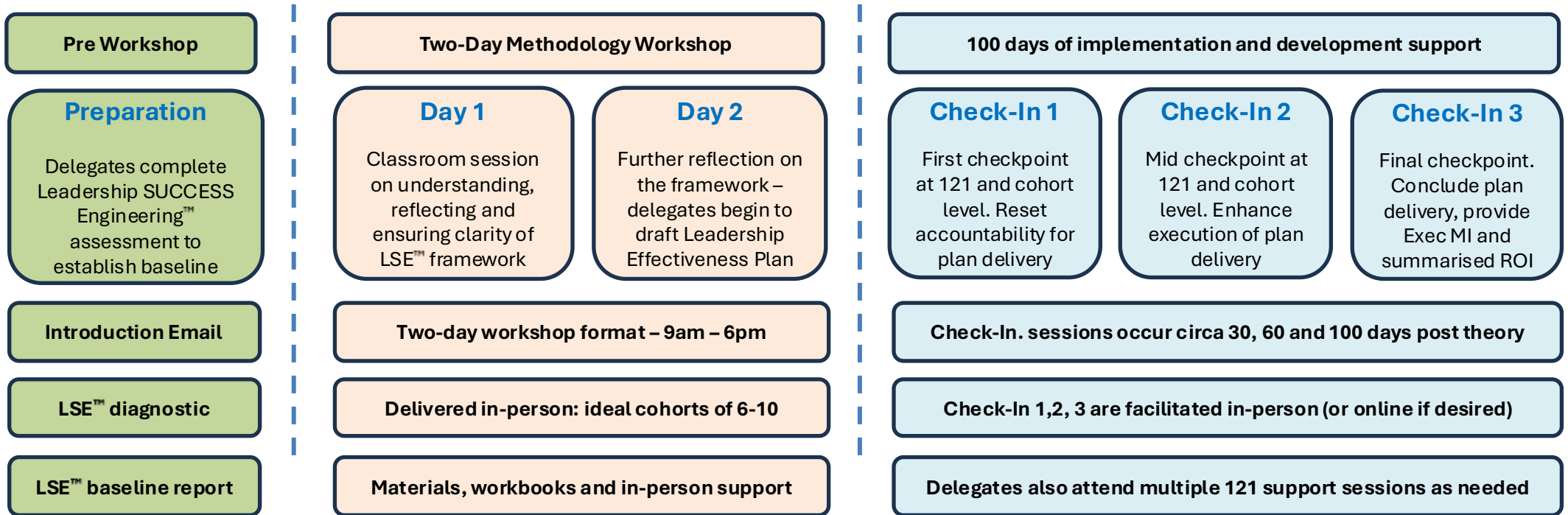
High performing leadership cohorts are not created by hope, pep-talks, events or strategies. They are created by engineered leadership capability. **Leadership SUCCESS Engineering™** doesn’t ask you to ‘hope’ for leaders to improve. It builds the capability for success into the organisation itself.

SUCCESS Engineering™ Accelerator 100 - Overview



The Accelerator 100 is NOT your typical leadership development experience, deliberately dedicating more time on implementation and delivery than the theory and understanding. Starting with an initial ‘diagnostic’ and introduction call to ensure 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 delegates gain the clarity needed to reach an effective baseline in all seven themes. A personal Leadership Effectiveness Plan will capture the actions needed to do this.

Over the next three months, with set checkpoints at 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 will be held to account for the implementation of each plan and also have the chance to seek considerable 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 revenue growth of £2.2m over 17 months post the Accelerator – an ROI of 60 x investment and performance continues to be sustained into 2026

Case Study: UK B2B SaaS
 Client retention of additional £1.1m above forecast in 6 months post Accelerator – an ROI of 43 x investment – H2 26 expected to sustain trajectory

Case Study: UK B2B FS
 Leader attrition reduced by 18% in one-year, annualised cost saving of £1.24m – an ROI of 35 x investment – with attrition holding into Q2 2026



Leadership SUCCESS Engineering™ Accelerator 100 FAQs

LIMITED 2026 AVAILABILITY

Why does the programme last 100 days?

99% of development events for leaders typically involves an engaging session, impressive materials and the anticipation of change. Then the reality of work and BAU 'kicks in'. Without any focused 'implementation' nothing changes.

The Accelerator 100 provides the baseline diagnostics, the classroom theory and understanding but most critically, the focused and intensive 'implementation and accountability' phase over some 3-4 months to ensure plans are implemented, change occurs and leadership is truly enhanced.

Isn't this just another typical leadership 'event'?

Yes and no! For 2 days you will delve deep into the framework and understand the 'gaps' you face as a leader today, and 'how to close them of course!

However, unlike 99% of typical leadership development initiatives, once the 2 days of 'theory' is done, we're with you for the next 100 days and there's no hiding place. It here we turn the theory into real change, growth and effectiveness! This is THE period when the magic happens.

How do delegates experience the programme?

The first stage is the completion of an online 'diagnostic' so that each delegate has their own personal baseline to work from. The two-day 'classroom' phase then explores the themes of the LSE™ framework so gaps can be considered.

Each delegate then creates their own 'effectiveness plan' prioritizing those themes where progress, action and focus is needed. The following 100 days is when the 'real work and growth occurs' and Steve works closely with each delegate to support and hold accountable to make the progress happen!

What about cohort sizes, location, costs?

Cohort sizes are typically around 6-10 delegates. This allows the time and capacity for every delegate to work closely with Steve throughout the period.

Steve has worked with clients and delivered the Accelerator 100 in the UK and internationally. Please contact us to discuss your specific situation.

Costs of the programme depend upon how many delegates and cohorts are required. Please do contact us for more details and if needed, a full proposal.

SUCCESS Code™ Engineering - Delegate Feedback



"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"

Ian, Data Manager

"Refreshing! The first one of these were I had no excuses or places to hide! Steve sets out the model, he helps you understand, and for the next 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 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. scary but good when he's pushing but also supporting in the crucial weeks that follow."

Ryan, Deputy CFO

ChetwoodBank.



hansgrohe

mobysoft



tandem



Executive Sponsor 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 delegates 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 framework and his unique leadership 'success' themes 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 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!"

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 all leaders to accept the opportunity to improve and then his passion and drive in making you do it!"

Paul Morris MBE

CEO and Board Adviser



Leadership SUCCESS Engineering™ - Keynote Speaking

"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 SUCCESS 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 where 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:

See the gap. Close the gap. Succeed and achieve.

The flagship session. Direct, honest and often uncomfortable. A clear look at what leadership 'gaps' are, why they exist and what it takes to close them. No gurus. No jargon. Just the reality and clarity that every leader already knows but tolerates or ignores, finally said out loud!

How a leadership 'OS' plugs gaps and creates success!

What happens when leadership is variable, optional and effectively DIY? That describes about 90% of organisations. The 10% that succeed and achieve, do so through a leadership 'operating system'. Understand how leaders at any level can 'install' an 'OS' to create energy, alignment and to win!

Why 'brown envelopes' are the signals of a gap to close!


Understand how the arrival of three brown envelopes helped Steve unlock the power of the 'gap' and why Leadership SUCCESS Engineering™ is so powerful in helping every leader who receives their own 'brown envelopes' and how to respond. An emotional and practical talk for all who attend packed with memorable reference points and countless insights.

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**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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