



*Sonia*  
MCDONALD

**SONIA MCDONALD**

**KEYNOTE SPEAKER**

**VIBRANT! INSPIRING! ENGAGING!**

**TOP 250 INFLUENTIAL WOMEN  
LEADERS ACROSS THE GLOBE**

# SONIA MCDONALD – KEYNOTE SPEAKER

## VIBRANT! INSPIRING! ENGAGING!

Known as “The Accidental Entrepreneur”, Sonia’s entrepreneurial journey to CEO was unexpected and unpredictable.

With a wealth of experience in human resources, management and organisational development, Sonia set out to work in the field of leadership and leader development.

What she soon discovered was that ‘leadership’ was viewed as a role, not as an attitude; she discovered a world where leaders didn’t understand their own individual qualities - let alone managing the individual qualities of the other personalities in their team. A driven and motivated woman, Sonia is one to run from a challenge and decided that this dated concept of leadership needed a shake up and she was just the right person to do it.

Soon after, Sonia was an entrepreneur and the CEO of her successful business, LeadershipHQ- a company that specialises in the neuroscience of leadership, and transformational process turning process-focused leaders into people oriented leaders. Great leaders are, above all human!

Using evidence from her neuroscience studies, Sonia creates a pathway for leaders to succeed by helping them to understand why they, and others around them, work the way they do....

Through her exciting, inclusive and high energy presentations, Sonia puts the humanity and humour back into leadership.

Sonia is a fun, dynamic and vibrant speaker, evident in her keynote presentations;

- **Leadership Attitude**
- **Power of the Mix**
- **Confidence is So Hot Right Now**
- **C Words**
- **Brain Stuff**
- **Squashing the ANTS**
- **Shhh...Secret Skills**
- **Chupa Chup Moments**
- **Brain Stuff**
- **Collective Leadership**
- **Empower Others to Lead**
- **Leader’s Balance**

Each of Sonia’s presentations digs deep into the foundations of what it means to be a leader. With Sonia, leadership gets real.

Described as ‘passionate’, ‘committed’ and ‘inspiring’, Sonia’s energetic presentations encourage people to listen with her infectious enthusiasm and practical advice. With Sonia as a leadership coach, your current and emerging leaders will learn to understand how their brains influence their actions so they make better leadership decisions. They will learn how to lead through inspiration rather than instruction, and inspire their teams to work together..

Sonia will educate leaders to think beyond the traditional model of leadership and help create an organisation of engaged and committed people working for the same goal.

Find out more about Sonia’s presentations on the LeadershipHQ website at [www.leadershiphq.com.au](http://www.leadershiphq.com.au)

## PASSION, ENGAGING & COMPELLING

“Sonia combines three major assets: bucket loads of passion for her clearly defined purpose; a thorough grounding in the principles of leadership and neuroscience; and an engaging personal style which makes her an adaptable and engaging presenter in front of any audience. Presenting at the recent LeadX event Sonia had the audience captured with her energy, dance moves and compelling story telling, leaving all attendees empowered to surround themselves with the right people and confident to take risks to learn and lead.”

RACHEL KERR GENERAL MANAGER (NORTHERN REGION) REVELIAN





## SONIA HAS SPOKEN AT

- HR Summit for Key Media
- EA/PA Summit
- HR Leadership Summit
- PMI Conference
- National HR Summit
- HR Directors Forum
- National Women in Construction – NAWIC
- Australian Institute of Project Management
- Queensland Supply Chain & Logistics Conference
- Project Management Institute Conference
- Women in Engineering Conference
- Women in Public Sector Conference
- Authentic Leadership Summit
- Clients such as CUA, Qantas and Woolworths
- Australian Human Resources Institute Forums and Special Events
- Business Women's Association for International Women's Day

If you need a speaker who will reach your people and inspire them to positive change and action, book Sonia McDonald now. This will be a presentation they enjoy, learn from and talk about for a long time to come.

SONIA TRAVELS FROM BRISBANE ACROSS AUSTRALIA AND THE GLOBE

BOOK SONIA NOW ON 1300 719 665 OR CONTACT

INFO@LEADERSHIPHQ.COM.AU



*Sonia McDonald is an **inspirational** keynote and workshop presenter with a distinctive ability to bond and engage with her audiences. Sonia is well known for her **dynamic** and **charismatic** workshop/presentation style and people walk away on an emotional and inspired high, feeling informed."*

*Tony Wiggins, HR Architect & AHRI Convener*



Sonia has been published in BBC Capital, The Australian, HRD Magazine, Business Insider, Richtopia

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