

Sonia
MCDONALD

**"I want to empower
people to step into
their Greatness!"**



KEYNOTE PRESENTATIONS 2019



About Sonia McDonald

In 2004, Sonia McDonald was living in China with her husband and two-year-old daughter, working in a senior HR role. Having overcome the language and cultural challenges which come with living and working overseas, the girl from the Gold Coast felt in a good place when her world came crashing down.

Sonia's marriage came to an end and she found herself completely devastated. Now facing life as a single mother to young Abby, she decided to move home to Australia while maintaining her role in China. But juggling motherhood and the travel demands associated with the role were challenging so she resigned from her position.

Sonia stepped out of her comfort zone and took on a very different role teaching and coaching engineers and superintendents in the construction industry around leadership. She fell in love with teaching principles of leadership and mentoring others to make a difference to the performance and wellbeing of individuals, teams and organisations.

As a lover of writing she started a blog called Leadership HQ and after steadily growing an impressive following was encouraged to start a business. Sonia openly talks about her achievements and failings in business, encouraging others to embrace their "stuff-ups" as they learn from mistakes.

Sonia believes we should all focus on our talents, passions and dreams. She believes we should lead with kindness, from the heart, doing rather than telling and is known for her mantra 'Just lead'. She leads by example in all these areas and through her one on one practical coaching, leadership training for teams and organisations encourages others to do the same.

Sonia has helped hundreds of people on their leadership journey to become the best version of themselves and in turn inspire and bring out the best in others through her study and more than 25 years on the front lines of human resource management.

Her daughter Abby's journey of being bullied throughout her teenage years and the far-reaching consequences has seen Sonia's leadership work expand. She realised there's a gap in teaching our youngsters how to step into their power, lead to prevent bullying and cope with difficult situations and does work and keynotes for students in these areas.

Sonia is recognised as a LinkedIn influencer and has become an in-demand keynote speaker, who puts people at ease, talks bravely about her own experiences and starts important conversations. She is an award-winning published author and writes regularly for publications such as The Australian, HRD Magazine, Smart Healthy Women and Women's Business Media. Sonia has become recognised for her commentary around the topic of leadership, developing work-life balance, championing the up and coming leaders of tomorrow and advocating for women in business and male-dominated industries.



Sonia
MCDONALD

Leadership + Neuroscience = A Keynote that Rocks!

What to Expect?

Sonia doesn't do boring. She loves bringing her Neuroscience based tools and passion for Leadership to as many people as possible. She will make your next event a huge success. Sonia will have the crowd engaged right from the start. She'll be inspiring, passionate, funny and knowledgeable.

How does it work?

Sonia is a highly experienced and talented speaker prepared to travel (almost anywhere) to speak to your audience. Sonia speaks on a vast range of topics drawing on her skills and experience. She can customised the keynote to suit your objectives.

What will it achieve?

Here's a taster of what you can expect:

- An inspired, engaged audience who will be asking when Sonia will return.
- Attendees will walk away with practical next steps to implement as soon as they leave the room.
- Sonia's keynote will put a spotlight on Leadership at your event and will leave a lasting impression.



Keynote Topics for 2019

Leadership Attitude

This is a powerful keynote which explores why leadership is an attitude not a role or a title. Discover the five keys to a leadership attitude and learn how you can be a leader through your values, actions, mindset and behaviour.

Just Rock It!

This high-energy inspiring keynote has become a life-changer for many attendees. We need a world of courageous and brave people where everyone feels empowered to shine and stand tall and help make others reach for the stars.

Leadership in Small Business

The number one challenge for small business is leadership. Many small business owners fail to understand their crucial leadership role in building a long-term sustainable business. This keynote will empower you and give you the skills, tools and confidence to lead and manage your business.



Sonia
MCDONALD

Keynote Topics for 2019

Leading the Next Generation

Effectively leading and inspiring our next generations is a key to success for our organisations and businesses. Research shows our young and up and coming workforces are more technically savvy, have a global mindset, want to build sustainable communities and crave quality mentorship.

Courageous Leadership

What does it mean to be a courageous leader? How do you build a team who have trust in you and are in turn brave and resilient? Explore the philosophy behind courageous leadership and in turn dare to step into your own power as a leader.

Future Leaders

Designed for school and tertiary students to become the best versions of themselves and learn the skills needed to become leaders. Whether they aspire to become a school captain, lead a chess, sporting team or student union, students will discover valuable insights into themselves and leadership skills to carry through life.



Sonia
MCDONALD

Testimonials

I'm honoured that others have found value and inspiration in my work inspiring. Here are some positive words from people who have heard my keynotes or worked with me.

"We were looking for an empowering speaker and stood out to us and boy she didn't disappoint. Our attendees described Sonia as an 'inspiring, extraordinary, energetic, positive, motivational and incredible speaker'. We had women leaving the room saying they were ready to 'rock it!' " (Five stars) Q Super.

"Sonia is one gutsy woman, her story of humble beginnings that led her to self-motivated success was very inspiring. She introduced us to the concept of confidence and leadership in our roles (even if we don't have Manager or Leader in our titles) and she managed to keep a fairly chatty crowd engaged and eager to hear more." The EA Initiative Team

"You really changed my mindset today and put things into perspective for me. I suffer from anxiety and your talk made me realise I can overcome obstacles. Your daughter's story really inspired me too and I understand no matter how hard things get there is a light at the end of the tunnel and you have the power to live a meaningful and purposeful life, so thanks again for giving me a lollipop moment." Future Leaders Attendee

"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 charismatic workshop/presentation style and people walk away on an emotional and inspired high, feeling informed." Tony Wiggins HR Architect and AHRI Convenor

"Sonia has spoken twice at our annual event for 16-18-year-old student leaders, and each time she was instantly able to connect with her audience, generating challenging and authentic discussion. Sonia was able to share insightful expertise relevant to any age group and experience level, and her energy and passion made her sessions a highlight of the event. I would highly recommend Sonia for any speaking engagement or event!" Elara Frith, Senior Events and Engagement Officer (Acting), Griffith University.

Absolutely loved seeing you speak at the CQIB Conference. Feeling very inspired and ready to rock it! Definitely a highlight for sure. You're a star! Kaz Jane

"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
McDONALD



sonia@leadershiphq.com.au

1300 719 665

www.soniamcdonald.com.au