



*Sonia*  
MCDONALD

**“Let me help you  
take your seat at the  
Leadership Table”**

**LEADERSHIP +  
NEUROSCIENCE  
= A KEYNOTE THAT ROCKS**



Sonia  
MCDONALD

The correlation between **neuroscience and leadership** is often overlooked but its impact on workplaces is profound.

Sonia McDonald has been researching and talking about leadership in workplaces for more than a decade. She is a sought after speaker on the neuroscience of leadership, organisational development, workplace diversity along with leading authentically, kindly and empathetically.

### WHY CHOOSE SONIA FOR YOUR NEXT EVENT?

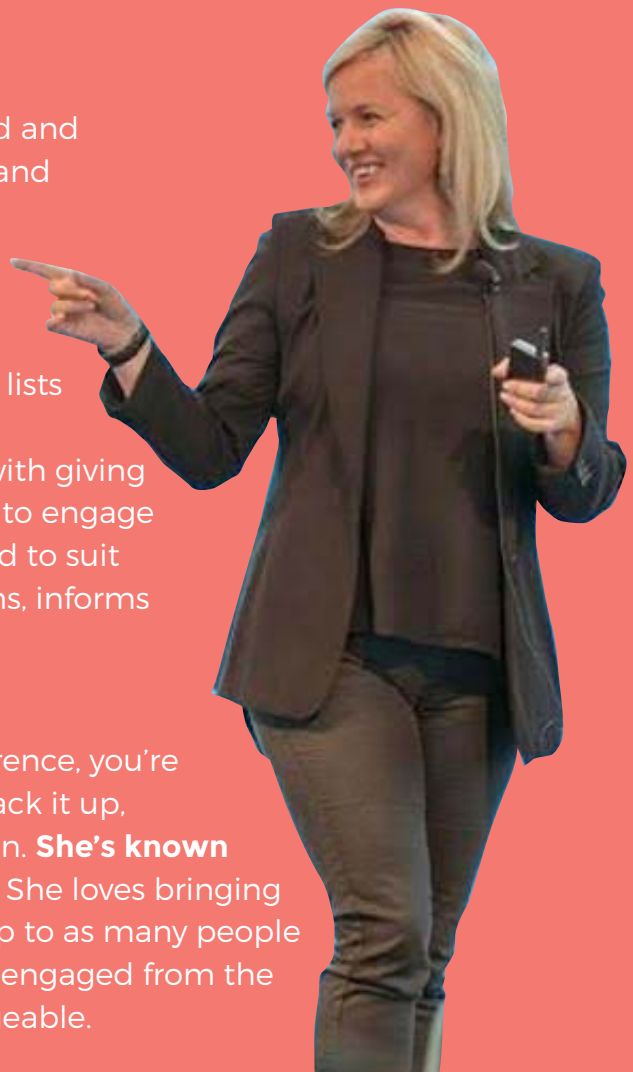
**PASSION!** Above all, Sonia McDonald is an accomplished and passionate individual, whose enthusiasm for leadership and self-improvement is infectious.

#### Her list of accolades and testimonials is impressive.

Sonia has been named in digital business magazine Richtopia's Top 250 Influential Women Across the Globe lists and the Top 100 Australian Entrepreneurs. She has been published in many local and global publications along with giving keynotes at leading conferences worldwide. Sonia loves to engage her audiences with a honest and lively approach adapted to suit their needs - resulting in a keynote speech that entertains, informs and inspires.

### WHAT TO EXPECT?

When you book Sonia McDonald for your event or conference, you're getting a wealth of knowledge with the experience to back it up, delivered with Sonia's trademark enthusiasm and passion. **She's known for her mantra "Just Rock it!"** **Sonia doesn't do boring.** She loves bringing her Neuro-science-based tools and passion for leadership to as many people as possible. Sonia will have the crowd at your next event engaged from the start. She'll be inspiring, passionate, funny and knowledgeable.



### HERE'S A TASTE OF WHAT HAPPENS WHEN YOU BOOK SONIA:

**An inspired, engaged audience** that will be eager for another of Sonia's thought provoking performance.

**Attendees will walk away with practical steps** to implement in their lives and businesses as soon as they walk out of the room.

Sonia's keynote will put a **spotlight on Leadership** at your event and will leave a lasting impression.

**BOOK SONIA ONLINE**



# WHO IS SONIA MCDONALD?

**Sonia McDonald 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, she 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.

For more than 25 years, Sonia has been on the **front lines of human resource management**. She has held leadership positions around the globe and through experience, research and study come to realise **what it takes to be a truly effective leader**.

**LEARN MORE ABOUT SONIA ONLINE**

Sonia has an ability to **speak bravely and authentically** about her own development as a leader, personal and career challenges in a way which resonates with her audience.

She is recognised as a LinkedIn influencer and has become an in-demand keynote speaker, who **puts people at ease 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, the neuroscience of fear, championing the up and coming leaders of tomorrow and advocating for women in business and male-dominated industries.





Sometimes giving doesn't have to be physical, and Sonia demonstrates it well with her **passion to impact people positively, anywhere and everywhere** - you can rest easy when booking her.

She is a **proven world-class professional speaker** with the skills to **"rock an audience"**. Her energy, empathy, kindness, sensitivity, and humour will enhance any event she appears.

Sonia believes **courageous conversations** will result in great leadership. However, overcoming the fear to have these conversations is the first step.

*Sonia*  
MCDONALD

**KEYNOTE  
TOPICS**

## 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.

## LEADING THE NEXT GENERATIONS

**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 OF LEADERSHIP

**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 at chess, sporting team or student union, students will discover valuable insights into themselves and leadership skills to carry through life.

## NEW KINDNESS OF LEADERSHIP

Our world is fast changing, and so also is leadership. This keynote is centred on **creating leaders who know that kindness and courage are required to lead our new world**. When you think of leaders today, a ton of people probably come to mind, however, when you dig further into successful leadership in our world today, the scope becomes narrower. This keynote answers why and what it takes to be a new kind of leader today.

[VIEW KEYNOTE TOPICS ONLINE](#)





# WHAT SONIA'S AUDIENCE SAYS

"We were looking for an empowering speaker and Sonia 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!'"

**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 you 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."

**HR ARCHITECT AND AHRI CONVENOR**

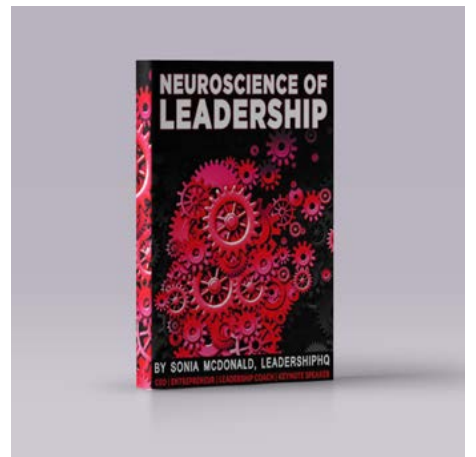
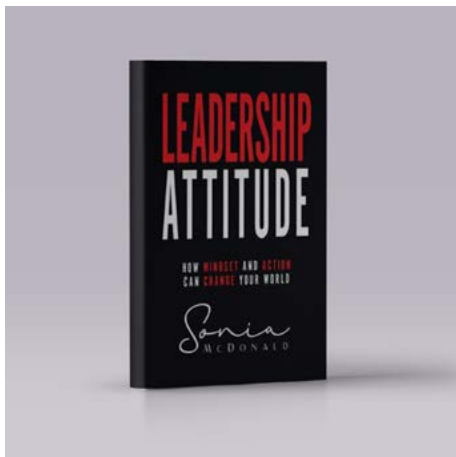
"Sonia combines three major assets: bucket loads of passion for her clearly defined purpose, a thorough grounding in the principles of leadership and neuroscience, and an engaging personal style which makes her an adapt-able and engaging presenter in front of any audience. Presenting at the re-cent LeadX 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."

**GENERAL MANAGER (NORTHERN REGION) REVELIAN**

**[VIEW MORE TESTIMONIALS ONLINE](#)**

# SONIA'S VIDEOS & RESOURCES

**CLICK TO PLAY VIDEOS OR DISCOVER SONIA'S BOOKS**



Sonia McDonald gets rave reviews thanks to her humble yet confident demeanour when speaking about all things leadership, keeping things relatable and giving people real and practical solutions and advice that inspires them to **ROCK IT** at work and in life in general!

To motivate your people and give them the tools to be great, book Sonia **NOW** for your upcoming event or conference. Your team will be asking for her to come back again and again!





**BOOK SONIA TODAY**

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