

One of The Globe's Leading  
**MOTIVATIONAL KEYNOTE  
SPEAKERS**

---

BOOK YOUR NEXT EVENT OR WORKSHOP  
WITH SONIA MCDONALD

**"Leadership is  
an attitude  
and mindset"**





# Why Choose Sonia?

## A New Level of Leadership

Sonia will give a new level of Leadership inspiration and motivation when booking a Leading Keynote Speaker or Facilitator for your next event, workshop or conference.

As a proven world-class professional speaker and facilitator she has the skills, drive and tools to inspire courageous action and great leadership.

Her energy, empathy, kindness and humour will have your audience and leaders asking for more.

## Imagine The Possibilities

Courageous Leadership inspires courageous actions.

When Sonia partners with, advises and inspires others for greatness and courage; transformation, empowerment and success happens.

- ▶ Author of Three Leadership Books
- ▶ 1000's of leaders inspired, empowered and succeeded.
- ▶ Featured across The Australian, Smart Company and Business New Media.
- ▶ One of Australia's Leading Advisors, Facilitators and Keynote Speakers.
- ▶ Named in the Top 100 Entrepreneurs in Australia and Top 250 Influential Women across the Globe by Richtopia
- ▶ CEO & founder of LeadershipHQ, McDonald Inc. and the Outstanding Leadership Awards

# Who is Sonia?

## From little things...

Following a forced lifestyle change in 2006, founder Sonia McDonald joined the consulting world and discovered her purpose in inspiring people to learn and grow. With a flair for leadership and strong writing talents, Sonia started the LeadershipHQ blog in 2007. It quickly became a must-read for leaders looking for a more people-centred way of leading

## ...big things grow!

With a growing following and the desire to make an even greater impact, Sonia established the LeadershipHQ consulting business in 2008. Since then, she has helped thousands of leaders through her advisory work, keynotes, coaching, workshops and presentations across the Globe. Sonia believes we should lead with kindness and courage, from the heart, doing rather than telling. She is known for her mantra 'just lead'. She leads by example. But not content with words alone, Sonia inspires action, helping individuals and organisations grow through one-on-one practical coaching, keynotes, workshops and advisory services



# Keynote Topics

---

## Leadership is an Attitude

This powerful keynote explores why leadership is an attitude, not a role or a title. Discover the five keys to a leadership attitude and learn how to 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. It explores overcoming fear from a neuroscience perspective. We need a world of courageous people where everyone is empowered to shine, stand tall and help others reach for the stars.

## The Value Of Values

Leading with conviction, integrity and authenticity are fundamental elements of great leadership. Many leaders don't truly appreciate or understand how the values, beliefs and culture of an organisation plays in the success of their organisation. Learn how to discover and embed great values and behaviours.

## Great

Sonia's latest keynote will take your leaders and audiences to another level of leadership - Great Leadership. Sonia's research and findings of the best leaders past and present will show you what we can all do to create and build outstanding leaders and teams as well as navigate the challenges we face today. Our greatest leaders of our times demonstrated incredible courage, self-belief, empathy and grit that is needed more than ever before.

## Courageous Leadership

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

## First Comes Courage

What traits and actions make a great leader? There are many, but the foundation of them all begins with courage. Learn how to start your leadership journey with courage through kindness, impact, purpose and resilience.

## New Kind Of Leadership

Sonia will take you on a journey of discovery around the new kind of leadership needed today and the ROI of embedding kindness into your leadership. You will learn how to lead with warmth, kindness and empathy whilst keeping strong and brave as a leader during challenging times.

# Team Building

## Building High Performance Teams

All organisations today realise the importance of creating team cultures in the workplace in order to realise maximum productivity and efficiency. To achieve high performing and courageous teams requires skills not traditionally acquired by managers. This workshop is designed to provide leadership, practical skills and great tools that will have an immediate result back in the workplace.

## Objectives

In this fun and empowering workshop; participants will learn how to:

- Improve the levels of performance in their team
- Apply models for building a high performance team
- Analyse their team and identify issues that need to be addressed
- Focus on problem solving and decision making related to workplace issues
- Develop meeting skills and guidelines
- Measure and monitor team performance
- Generate creative and innovative team ideas and solutions
- Formulate team strategies for implementation

## Outcomes

As a result of this program the participants will:

- Learn practical methods to increase team efficiency and productivity
- Be able to utilise a number of team models to benchmark team effectiveness and identify areas for change
- Build a SWOT analysis and leadership for the team
- Identify workplace issues that their team needs to resolve
- Know how to effectively run a meeting and gain high levels of participation
- Design key team performance measures and the means of monitoring performance
- Gain a range of techniques for generating innovative a creative ideas with their teams
- Use all of the information and knowledge they have gathered to develop a action plan to build a more effective team





# What Sonias Audience Say

## Kelly Ludwig, CEO & Founder La'Quar

Sonia is an enthusiastic speaker who communicates complex concepts in an entertaining and engaging manner. Her depth of knowledge and understanding of leadership is exemplified in the detail she goes into in her presentation. She's committed to delivering the goods, honing her message to the group to ensure relevance and engagement. There's no fluff, just substance and she'll give you skills to take home, tell others and start using immediately to better you, your company and everyone around you.

## Aleksandra Lisinac, QSuper Group

Sonia held the 300 attendee audiences attention the whole time. She energised them, she made them laugh, she made them think. I would recommend anyone looking for a speaker to empower their staff - Sonia should be your choice. She exudes energy and positivity and leaves you feeling like you can do anything. She is incredible.



## Rachel Perkins, Griffith University

Sonia was so motivating and encouraging, and I left the room feeling like I really could accomplish anything that I set my mind to. I believe that Sonia has the potential to influence leaders at every stage of their journey, and as I progress through my professional career I always find that Sonia has unique content to help me along my personal development as a leader in my field."

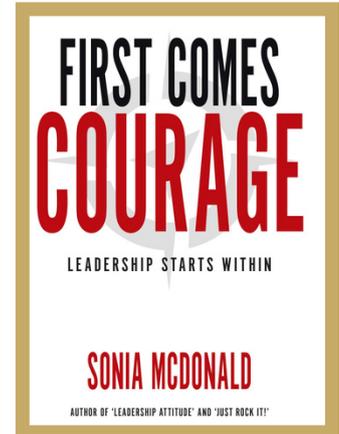
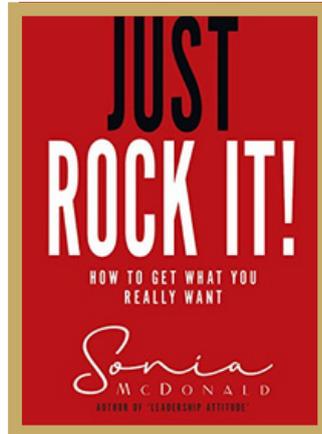
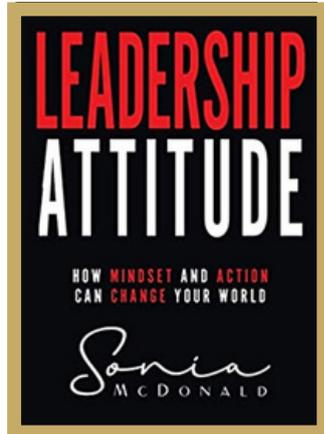
## Amanda Cummerford, Internal Communications Manager Mantra

Sonia facilitated the Women in Mantra leadership workshop for us on International Women's Day. Her passion and energy left our Team Members feeling inspired to achieve leadership roles at Mantra Group, and they have already set up local networking groups and put measurable goals in place.



# Resources

## Leadership Books



## Videos



BOOK OR ENQUIRE NOW

# Make Your Next Event Outstanding

BOOK OR ENQUIRE NOW

Whether it's a networking breakfast, a team building day or an annual event Sonia can customise a keynote or workshop to make your event one they will be talking about for weeks to come. Book early to ensure you wont be disappointed.



S

[www.soniamcdonald.com.au](http://www.soniamcdonald.com.au)