

*Sonia*  
MCDONALD

**“Great organisations  
deserve great leaders  
and teams”**



**CAPABILITY  
STATEMENT**

## **WHEN YOUR LEADERSHIP TEAMS ARE STRUGGLING, THE ENTIRE ORGANISATION SUFFERS. DYSFUNCTIONAL LEADERSHIP CAUSES A RIPPLE EFFECT IMPACTING EVERYONE IN AND ASSOCIATED WITH THAT ORGANISATION, SUCH AS:**

- The making of poor decisions or even worse, no decisions at all.
- Your leaders may not trust each other, lead to micromanagement and infighting.
- The spreading of gossip and rumours.
- Staff turnover increases as morale drops.
- Sales decrease, and there is often a rise in complaints with reputation suffering.

The worst aspect of leadership problems is that as part of the leadership or management team you're connected to the problem. You're living the dysfunctional at work daily, and it may be even impacting your personal life. You're so close to the drama that you may not see a way out. If you can see a solution, you wonder who will listen because it seems everyone has stopped listening to each other.

Does any of this sound familiar? In dollar terms, what is poor leadership costing your business?

**Sonia McDonald offers professional assistance to struggling executives, businesses and leadership teams. She will work to restore relationships, their focus and put your organisation back on the path to profit and job satisfaction.**

**SHE IS ALL ABOUT BUILDING HIGH-PERFORMANCE TEAMS AND BUSINESSES.**

### **MISSION**

Sonia's mission is to create communities of courageous, authentic leaders who inspire, encourage, give hope and in turn bring out the best in others.

### **VISION**

We are all born potential leaders. Sonia wants to inspire, empower and create courageous conversations for authentic leadership so that the people they lead leave work smiling each day.

### **BRAND VALUE PROPOSITION**

Sonia develops the skills, confidence and leadership of middle and executive managers. She works with individual clients to develop their authentic leadership, gain recognition and promotion. Organisations who work with Sonia have the added benefit of higher staff retention, improved performance through teamwork and an overall more profitable bottom line.

### **VALUES**

**Leadership** – Lead from your heart and with authenticity.  
Do it, don't tell it.

**Kindness** – Simply, be kind to yourself and others.

**Inspiration** – Be inspiring each and every day. Step into your greatness. Just Rock it!

**Brave** – Own your unique voice. Stand Tall. Be you.

**Resilience** – Stretch yourself. Bend don't break. Bounce back.

**Sense of fun** – Laugh hard and laugh often. Have fun.



## ABOUT 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'.** As an experienced leader, Sonia can facilitate meetings, assist teams in navigating the challenges of growth. She works with organisations dealing with change management issues and will guide your people as they develop their leadership capacity.

Sonia's background covers deep facilitation, business strategy, human resources, international business, change management and leadership development. She brings the experience and technical expertise that may be missing from within your team. **Sonia has proven to be innovative and inspiring in her approach.**

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.** She has worked with organisations across the globe develop to effective leadership teams.

Through her experience, research and study, Sonia has come to realise what it takes to be a **truly effective leader.** Sonia has become recognised for her commentary around the topic of leadership.

**She is an in-demand keynote speaker, author and LinkedIn influencer, known for starting important and courageous conversations around leadership.**

▶ [LEARN MORE ABOUT SONIA ONLINE](#)



# SERVICES

## SPEAKING

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 Neuroscience-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 to expect when you book Sonia:**

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

► [LEARN MORE ABOUT SPEAKING ONLINE](#)

## WORKSHOPS

Workshops are the fastest way to leadership success. Sonia has a range of workshops which will not only inspire and motivate but ensure attendees gain practical leadership skills they can apply in their lives.

**The Women Rock Leadership workshop** is designed specifically to address the unique challenges women face in their leadership journey.

**The First Time Leader Workshop**, sets new leaders up with the necessary leadership and management skills to perform at their peak and have the best possible start to their new leadership journeys.

**The Courageous Leadership Workshop** aims to build confidence and skills of attendees while discovering crucial personality traits which will impact their leadership. The workshop aims to foster credible, authentic and inspiring leaders.

In addition, Sonia understands one size doesn't fit all and customises her workshops to suit the specific needs of organisations.

► [LEARN MORE ABOUT WORKSHOPS ONLINE](#)



# SERVICES

## COACHING

### Executive Coaching

Through one on one individual executive coaching with Sonia, **leaders will gain key skills, and confidence in their leadership abilities.** As a leader, it's important to know yourself and leadership styles, along with strengths and weaknesses which can help or hinder your personal development.

Through her executive coaching Sonia helps her clients **discover what drives and motivates them and how to maintain your motivation while still maintaining balance and focus.** Sonia helps leaders gain a new level of awareness, accountability and leadership. In turn with an emphasis on self and people leadership, her clients learn how to use their new found skills to **improve team performance and productivity.**

**“I had the pleasure of working with Sonia for two years as my Coach. I appreciated her genuine interest in my development and the trusting atmosphere she created. Sonia is intelligent and insightful. She challenges your thinking to bring out your best. I would be happy to work with her again and recommend her working with individuals or teams to gain alignment and increase performance.”** Cameron, Project Manager, Thiess

### Team building and development

Foster the next generation of leaders in your organisation and ensure they are fully prepared for any extra responsibilities, which come with promotion. Through working with Sonia in a group coaching environment, clients together **learn how to overcome their own vulnerabilities while fostering their strengths.**

Together they will learn and develop leadership skills including improving team performance and productivity. Sonia's group coaching is designed to **empower her clients and forge new, supportive relationships.** Her group coaching programs will ensure your talented and aspiring leaders take their seat at the leadership table with confidence and skills to thrive.

► [LEARN MORE ABOUT COACHING ONLINE](#)



# SERVICES

## PROGRAMS

Sonia has been training leaders and managers for decades. She has programs for individuals to advance their skills and achieve their goals for promotion and leadership. Sonia's team programs recognise the importance of managing and building productive teams to the success of any organisation. Her programs for organisations aim to ensure the transition to middle management or executive positions are as smooth as possible for a business. In essence, **Sonia's programs are all neuroscience based to achieve the potential of individuals and organisations.**

### **Courageous Leadership Program**

A 20-week professional development program delivered online for emerging leaders, team leaders and self-aware professionals. **This program has been specifically created in line with Sonia's mission to develop courageous, authentic and kind leadership.** Each week students will complete a learning module. They will learn to learn from their strengths, develop strong teams and empower others.

► [LEARN MORE ABOUT THE COURAGEOUS LEADERSHIP PROGRAM ONLINE](#)

### **Leadership Attitude Program**

The program is designed to develop and improve the leadership capabilities of everyone who has had to employ someone, tell someone what to do, or wants to step up into a more leadership role. **Participants will gain the key skills, and confidence in their leadership abilities.** With an emphasis on self and people leadership, they will also learn how to use these skills to improve team performance and productivity. This program is adaptable to suit the specific challenges of various industries.

### **Executive Leadership Program**

Effective leadership requires a combination of skills and traits. Throughout history great leaders have had trusted advisors and coaches to guide them in their leadership journey. **Sonia offers six or 12 month programs for leaders, executives and entire executive teams of organisations.** She becomes the trusted advisor, coach and facilitator in a transformational program that it all about development and growth.

**Sonia's executive leadership program has been designed to bring out the very best of leadership in individual executives along with executive teams for the legacy of an organisation as a whole.** The programs are a combination of one on one mentoring sessions, action planning and skill-building. They are designed to build a life-long commitment to continual learning and improvement in leadership.

► [LEARN MORE ABOUT PROGRAMS ONLINE](#)





**CONTACT SONIA TODAY**

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