

MEDIA RELEASE  
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## **Australian Leadership Expert's New Book Tackles Toxic Bullying from School to Workplace.**

### **Prominent Leaders Are Showing Poor Leadership Skills.**

Brisbane-based leadership expert, founder of LeadershipHQ, and single mother, Sonia McDonald, has declared 2018 to be the year she steps up her fight against bullying in schools and workplaces around the world.

Sonia's new book, *Just Rock It*, reflects her passion for building great leaders, but it was born out of a very personal experience. After seeing her daughter bullied at school, and noticing how widespread the problem was, she realised teens have very few positive leadership role models to follow.

Sonia said "Look at what we see on the news programs; the posturing and bullying coming from, and directed at our leaders. We've seen it with Donald Trump, and in Hollywood, with the Weinstein scandal. During 2017, we saw bullying emerge as a major issue in business, too. Everywhere we look, there's another example of bullying and poor leadership. That's what our kids are seeing and interpreting as typical leadership behaviour, and that's how they act."

"I want to stop this bullying at all levels and in all age groups. I want to stop people trying to pull each other down, and I want to stop this Tall Poppy Syndrome. I want to give our kids and our people better role models."

*Just Rock It* teaches people how to step into leadership and become a positive leadership role model in a very human and caring way, without losing strength or authority. Sonia's intention is to encourage new and existing leaders to change their behaviour and model leadership as it should be. It's time to stop all the excuses and start leading.

Let's start the campaign #startnow and stop bullying and poor leadership in 2018.

The book will be launched on Thursday, 1 February 2018 at GRAVITY 6/140 Creek St, Brisbane, QLD, Australia. Tickets can be booked through [Eventbrite](#).

You can also purchase her books on Amazon or <https://soniamcdonald.com.au/author/>

**About Sonia McDonald.** *Sonia McDonald is the founder & CEO of LeadershipHQ, author of Leadership Attitude, Keynote Speaker and Editor of LeadershipHQ Magazine. She is one of Australia's leading Executive Coaches and has been named as one of the Top 250 Influential Women across the Globe.* For further information, contact Sonia at [sonia@leadershiphq.com.au](mailto:sonia@leadershiphq.com.au) or 0424447616.

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