

MEDIA PITCH

Title: Is Poor Leadership Draining our Organisations?

Location: (Not specified)

Point 1: If your organisation seems to have more than its share of poor leaders, the problem could begin with you. Sonia McDonald, CEO of LeadershipHQ, believes Australian leaders aren't ready or willing to accept responsibility for the quality of leadership in their organisation.

Sonia says poor leadership across the organisation is usually a reflection of poor leadership at the top. She is shaking up the business world by teaching leaders at the top to examine their own performance before forcing change on others.

Point 2: We know poor leadership costs Australian organisations thousands of dollars every year and very little is done to change that. Today's employees aren't willing to tolerate poor leadership and will leave as soon as they can find a new position. The problem is that organisations are losing their best people – the ones who could be great leaders.

Sonia says the cost to the organisation isn't just in the current drop in morale and employee engagement, or even in the increasing costs of sick leave and worker's compensation claims. She knows the real cost is far more long term. With the loss of potential future leaders, organisations are likely to lose money for years to come. Sonia is working with Australia's top leaders to show them how to break free from the impact of poor leadership and stop money draining away from their organisations.

Point 3: With the costs of poor leadership eating away at the profits, most organisations go into panic mode and throw money at leadership training courses for all their leaders. Sonia believes this is a huge waste of time and money. Sonia says that while the value of great leadership training and coaching cannot be underestimated, it's only going to work if it reaches the right people.

Great leaders inspire future leaders who will follow in their footsteps. Until senior leaders accept the possibility their performance is not as good as it could be, nothing will change. Sonia is encouraging organisations to begin their leadership training and coaching at the top. That's where most benefit will come from. Leadership across the organisation will improve as current and potential leaders begin modelling the new leadership practices of their seniors.

Sample quotes:

Sonia McDonald: "I see too many organisations miss the mark with leadership training. I refuse to let them waste money by targeting the wrong audience. They need to start at the top if they want to see a real improvement in the quality of leadership in their organisation."

Sonia McDonald: “We don't like to think we're not as good as we thought we were. It's human nature to look for others to blame, so it's hard to stop and assess our own performance. We need help to do it. Someone to ask the hard questions and tell us the truth. Until our leaders do this, the quality of leadership across the organisation will be poor. Money and talent will continue to drain away.”

Sonia McDonald: “I think many top leaders have forgotten what leadership is, and the responsibility that goes with it. They need to stop thinking it's someone else's fault because, really, the buck stops with them.

Insights from LinkedIn Australia's 2017 Inside the Mind of Today's Candidate Report:

While finance and salary are an important driver, Jason Laufer, director of talent and learning solutions APAC, LinkedIn, says “The reason the majority will leave an organisation is poor leadership,”

(<http://www.news.com.au/finance/money/wealth/research-finds-money-most-important-for-job-seekers/news-story/e3580564e6fab3bd5a809797badf88dd>)

Description:



Author, Global Speaker and Thought Leader Sonia McDonald, CEO of LeadershipHQ, is questioning the way our top leaders respond to statistics regarding poor leadership.

She believes senior leadership teams aren't owning the results of surveys which clearly point to a link between poor leadership, and loss of money and talent within an organisation. She believes senior leaders don't realise they are part of the problem, and instead, are looking to the leaders below and criticising their performance.

Sonia asks why is it that our top leaders refuse to see themselves reflected in the survey results? As an expert in leadership, she understands the human unwillingness to admit to our own inadequacies, but knows that until the top echelon makes a change, our organisations will continually be drained of leadership talent.

Most organisations understand the impact of poor leadership, and the costs of talent loss, recruitment, increased stress levels, higher absenteeism and so on. However, they react by developing leadership development courses targeting the wrong level of leadership.

In Sonia's opinion, true leadership begins at the top. If an organisation wants amazing leaders, it needs to focus leadership development at the top. Others will be modelling their leadership performance on what they see above them, If the senior leaders are poor, chances are the downlines are too.

Sonia expects more leaders to start assessing their own performance as critically as they do the performance of their leadership teams. It's time they showed what they are made of.

Sonia has an impressive track record helping companies move from paralysis to power. She is currently educating organisations about true leadership, where it begins, and how changing the performance of top level leadership actually changes leadership performance across the organisation.

Photos uploaded are samples only. Can supply publishable images upon request.

Contact Sonia McDonald

Email – sonia@leadershiphq.com.au

Phone: 1300 719 665