



Unlock Your Unique Leadership Potential

Women Leaders

Leadership Development Program

wl
WOMEN
LEADERS

Why Women Leaders?



IT'S TIME FOR CHANGE. JOIN THE PROGRAM TODAY.

There is a significant amount of research that has been conducted on gender diversity in leadership. We know in numerous industries with leadership cohorts where women are grossly under-represented. Women are underrepresented in key decision-making roles across almost all industries in the Australian workforce, women comprise only:

- 19.4% of CEOs
- 32.5% of key management positions
- 33% of board members
- 18% of board chairs

Global Research

23% of executives around the world are women. Alternatively, 29% of senior management, 37% of managers, 42% of professional roles, and 47% of support staff positions are held by women. 30% of S&P board directors were women, a record high number. Additionally, women make up 8.8% of Fortune 500 CEOs. Women of colour accounted for less than 1% of Fortune 500 CEOs, which was still a higher percentage than ever before.

What is Involved?



The Outstanding Women Leaders Program is designed to develop and improve the leadership skills and growth of women. Traditional leadership training has overlooked the women's perspective and sadly, lost the opportunity to tap into the special leadership power that women possess.

This virtual, self-paced and/or in-house program is for women in leadership roles, or aspiring to be in leadership roles, to empower and encourage them step up, stand up and lead in their personal and professional lives.

There are 10 base modules included in the program:

- Character
- Confidence
- Courage
- Compassion
- Composure
- Connection
- Career
- Communication
- Clarity
- Commitment

This leadership program offers participants the flexibility they need to grow and develop as a leader, at a pace that fits with the growing demands of their life.

What will the Program give me?

This program has been designed to enable you to:

- Clarify your outstanding leadership and leading with authenticity
- Articulate your leadership strengths and confidence for development.
- Understand who you are as a leader and build branding and self-promotion skills
- Learn the tools and strategies to be an amazing networker
- Build great skills to be a resilient leader

As you work through the program you will discover the power of your influence, and how to use it wisely to achieve successful outcomes.

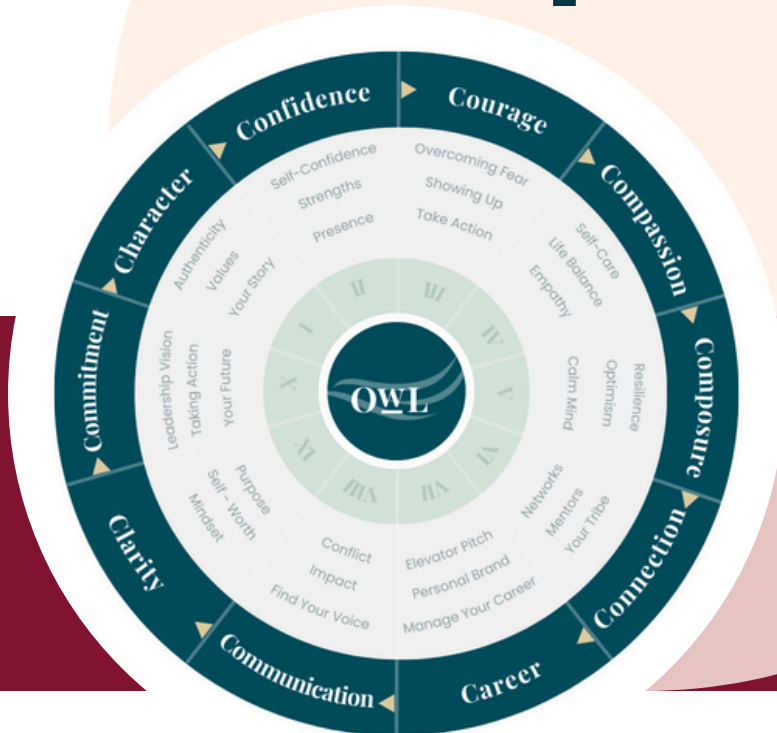
What is included?

Over a period of 6 months, you will be provided with access to:

- Monthly One Day Face to Face Workshops
- Guest Speakers
- A Comprehensive Workbook – Digital
- Video presentations
- Additional Resources for Each Module
- Micro-credentials backed by Veriskills
- Sonia McDonald's best-selling books
- Leadership Journal
- Leadership Habits Planner
- Membership to the Leadership Association



What to Expect?



Module 1: Character

- How to lead authentically
- The difference between leadership and management
- Leadership Styles
- Leadership Values, Beliefs and Principles
- Your Leadership Origin Story

Module 2: Confidence

- The keys to confidence
- Automatic Negative Thoughts
- The power of affirmations
- Identifying your strengths
- Your leadership presence
- Perspective, Perception and Persistence

Module 3: Courage

- Overcoming Fear
- The types of courage
- The courage compass
- Finding courage in challenge
- Influence, Negotiation and Persuasion

Module 4: Compassion

- Taking care of yourself
- Energy Crisis
- Wellness and balance
- Measuring success
- Managing stress
- Leading with empathy

Module 5: Composure

- Resilience and grit
- Self knowledge
- Growth Mindset
- Optimism and positivity
- Manifestation and Meditation

Module 6: Connection

- Building your tribe
- Mentors and coaches
- Networking for success

Module 7: Career

- What you can learn from your past
- Understanding your motivators
- Making a career plan
- Profile building

Module 8: Communication

- Finding your voice
- Public speaking
- Active listening
- Communicating with impact
- Courageous conversations

Module 9: Clarity

- Wise leadership
- Your narrative
- Creativity and innovation
- Challenging your thoughts

Module 10: Commitment

- Leading your future
- Your leadership vision
- Your leadership goals
- Your brand



Become a Verified Leader



Together with QTAC and Veriskills, participants of the OWL program receive micro-credentials accepted by QTAC in:

- Initiative and Drive (Level 3)
- Communication (Level 3)
- Collaboration (Level 3)
- Empathy (Level 3)

Veriskills™, backed by QTAC's 40 years of experience in the assessment of formal and experiential learning, developed the Human Capability Framework to verify soft skills against a verified framework of abilities. VeriSkills™ verifies courses against the framework to determine the human capability outcomes and their corresponding level of achievement attained on completion of various courses.



**Leadership
Impact Program**

powered by
VeriSkills™

Meet Your Facilitator and Coach

Sonia McDonald

Sonia McDonald is the CEO and founder of LeadershipHQ and the Outstanding Leadership Awards. She is a passionate, authentic and energetic coach, speaker and facilitator with over 30 years professional experience. Sonia works with organisations and leaders to take their culture and leadership from good to great.

Sonia achieves her passion by providing executive leadership coaching services, specialist consulting, cultural transformation and leadership development. Her award-winning books – *First Comes Courage*, *Just Rock It!* and *Leadership Attitude* – are supported by a wide range of leadership materials that have been available globally.

Sonia's qualifications include a business degree majoring in human resources and psychology, as well as a diploma in neuroscience, combined with many years of professional experience in Australia and Internationally.

Her clients include Youturn, Downer, Thiess, Qantas, Crossriver Rail, Lend Lease, Seymour Whyte, Coles, Dexus, ANZ, Air Services and a number of other leaders and organisations around the globe.



What The Participants Are Saying



★★★★★

"Sonia is 100% focused on her client, genuinely and authentically helping them to achieve outstanding results and perform at their best."

★★★★★

"Sonia is an inspirational and dynamic leadership coach. She energises and motivates people to be bold, to focus on their personal strengths, and ultimately to forge their own authentic leadership journey."

★★★★★

"After working with Sonia, I am more confident, knowledgeable and passionate about everything I do. I now look forward to what my future will bring."

★★★★★

"I was fortunate enough to attend a six-month Women in Leadership program which provided me with tools and confidence to implement both into my professional and personal life. Sonia is an amazing and inspirational leadership coach and speaker who brings real life experience to her program and tailors the content to suit the individuals."

Women Leaders Workbook



Access the downloadable a 245-page digital toolkit with insights and practical exercises. Use as a fillable PDF or print modules as needed.

01 Character

Leadership matters. It makes all the difference. We all know that more often than not people leave their managers, not the organisation.

Leadership matters a great deal to our organisations, to the people who work in them, and to the people who are served by them.

For our community to function effectively, we need leaders who can encourage people to perform at their absolute best.

Think about this. How would it feel to be the leader you want to be; to inspire, to influence, to lead with vision and purpose, to make a difference, to truly understand yourself and others, to lead change, and to coach and mentor?

How would it feel if you could lead, truly lead? Lead like the true leader you are? It starts with you, your mindset and attitude. Believe it and you will become it.

Becoming a great leader takes hard work. It is not very different to becoming a great athlete.

To become great in any area, whether it is your career, your family, or within your community, you must use the unique strengths you were born with and develop them to their fullest potential, while acknowledging and learning from your shortcomings.

"I have the opportunity to my female respected in leadership." —Chimamanda

Developing empowering beliefs is a three-step process:

1. Become aware of your beliefs
2. Write down your beliefs
3. Turn limiting beliefs into empowering beliefs

Exercise - My Leadership Beliefs

What steps can I take tomorrow to put my beliefs into practice?

2.2c Personal Balance Sheet

This exercise summarises your strengths and areas for development. (Remember not to focus too much on these.) Using all of the exercises you have completed in this chapter and the table that follows, you can create a Personal Balance Sheet.

My Strengths	My Development Areas
My great strengths (things I love to do well and strongly feel about) are in me:	My development (things I need to do well):

My potential strengths: Things I would do better at if I were often encouraged, or things I do well in some situations and could begin to apply with more focus.

My great abilities: Traits, habits, behaviours that I do not want to change and that help me to be successful!

2.3 Leadership Presence

If you can frame these assumptions in a positive and collaborative fashion, these assumptions can help enable your leadership presence.

Communication Strategies

- Own your style. Communication is all about practice and precision. You must know what you want to convey, and you must practice choosing the right strategy in order to properly convey that message. There are so many ways in which communication can break, and so many channels that can be used, therefore, consistency of this skill is crucial to success. Points to remember to achieve the best communication strategy:
 - Frame the discussion
 - Practice advocacy
 - Connect and engage your audience

Energy

Actions speak louder than words. Energy is all about conditioning your physiology to help strengthen the delivery of your message. This relates to managing how your body language and mood affect others. People can get all sorts of cues from your non-verbal behaviour, and it is important for you to make sure that you are sending the right ones.

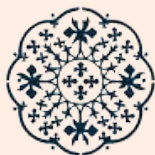
- Know your physical cues
- Set the tone for your organisation with your energy
- Make your presence known

Assumptions

Know yourself! Assumptions that we hold dear can propel you to greatness or hold you back, but without being aware of these assumptions, you will never know how they are acting for you. These beliefs are important because they permeate every interaction. Therefore, you must confront these assumptions, keeping those that work, and discarding the negative ones that put you down. These critical assumptions that every leader should examine are:

- Confidence: what you bring to the table
- Perseverance: what not to give up
- Clarity: what your values are

Who We Have Worked With



GRACE LOVES LACE®
the unique bride





www.soniamcdonald.com.au