



## WORKSPARKS

# Investor Pack

## Leadership clarity, when it matters most.

Founded by Sonia McDonald, CEO & Founder of LeadershipHQ® · hello@worksparks.com · worksparks.com · Brisbane, Australia

## Executive Summary

Worksparks is real-time, AI-powered leadership coaching for the moment a leader needs it — not the next scheduled session. It gives everyone, not just the top 10%, structured, coaching-informed support for the difficult conversation, the high-stakes decision, and the 10 pm moment when there's no one to call.

Built on 30 years of leadership coaching methodology developed by founder Sonia McDonald, Worksparks sits in the white space between expensive executive coaching and doing nothing at all — a market of over 80 million managers worldwide, inside a \$60 billion global leadership development industry.

Worksparks is currently in early access, onboarding leaders, gathering real-world feedback, and refining the product ahead of a full commercial launch across both individual (B2C) and organisational (B2B) channels.

## The Opportunity

There are over 80 million managers worldwide navigating performance conversations, team conflict, and high-stakes decisions every day. The global leadership development market is worth \$60 billion and growing — but almost all of it is designed for the top 10%: expensive coaching, annual off-sites, and workshops that don't carry over into Monday morning.

The other 90% are on their own. That is the gap Worksparks was built to close.

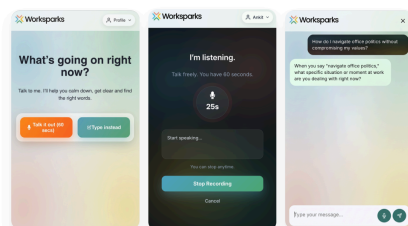
### Introducing Worksparks

## Your digital leadership; coach *always on call*

Worksparks is a real-time support tool designed for the messy, human moments of management. The difficult conversation. The performance concern. The decision that feels heavier than it should.

It helps you pause, think clearly, and respond with confidence.

Not a replacement for human coaching a complement to it. Think of it as the headspace you wish you had in the heat of the moment.



## Why existing solutions fall short

Solution	The problem
Executive coaching	\$300–\$600/hr. Scheduled weeks out. Inaccessible to most.
HR advice	Risk-averse, slow, and not designed for real-time decisions.
Leadership training	Episodic. Doesn't transfer to the moment of pressure.
Generic AI tools	No coaching framework. No emotional intelligence. No context.
Peer networks	Overwhelmed. Conflict of interest. Not always available.

*Worksparks sits in the white space between expensive coaching and doing nothing — and that white space is enormous.*

## The Solution

Worksparks delivers structured, coaching-informed support exactly when a leader needs it, through a simple, private, always-on digital tool. It is not generic AI — it's built on 30 years of leadership coaching methodology, designed to replicate the clarity a great coach provides, without the cost, scheduling, or waiting.

### How it works

- **01 — Think Out Loud.** Describe what you're facing. No judgment, just space to process what's really going on.
- **02 — Clarity Reset.** Worksparks helps separate emotion from strategy and see the situation from multiple angles.
- **03 — Resolve with Confidence.** Walk away with specific language, frameworks, and next steps you can use immediately.

## Traction & Credibility

- **30 years of leadership IP.** Founder Sonia McDonald has coached thousands of leaders across industries, built LeadershipHQ into a globally recognised consultancy, and founded The Leadership Association — an active community across Australia and beyond.
- **Existing distribution channel.** Sonia's existing network, community, and brand represent direct access to the exact customers Worksparks serves. This is not a cold-start problem.
- **A validated pain point.** Every leader Sonia has coached in 30 years has faced the same gap — support that arrives too late, costs too much, or doesn't reach them at all.
- **100 early access users.** Worksparks has onboarded 100 early access users so far, gathering real-world feedback and refining the product with leaders across industries.

## Business Model

Worksparks is built around two complementary revenue engines, with future layers planned as the platform matures.

### B2C — Individual Leaders

- Monthly and annual subscriptions. Low price point, high volume potential.
- Leaders who discover Worksparks personally become champions inside their organisations.

### B2B — Organisations & Enterprise

- Enterprise licensing for HR, L&D, and People teams who want to embed real-time leadership support across their management layer.
- Higher ACV, stickier contracts, and natural upsell from B2C adoption.

### Future revenue layers

- White-label partnerships with coaching firms and EAP providers.
- Aggregated, anonymous leadership intelligence insights for organisations.
- Integration with existing HR tech and LMS platforms.

## The Platform Vision

Worksparks enters the market as a real-time leadership coaching tool. We are building toward a full leadership platform — coaching, surveys, feedback, recognition & rewards, and motivation intelligence — the operating system organisations have been waiting for.

Today, organisations stitch together separate tools — BetterUp or CoachHub for coaching, Culture Amp or Qualtrics for surveys and feedback, Disco, Reward Gateway, or Achievers for recognition and rewards — and still end up with disconnected data, low adoption, and leaders who feel unsupported. Worksparks is built to consolidate all of it into one platform, centred on the leader rather than on the organisation's need to measure them.

### The five categories we're building

- **Coaching (live now).** Real-time, always-on leadership support for the moments that matter. Comparable to BetterUp and CoachHub.
- **Surveys & Feedback.** Continuous pulse surveys and feedback replace the annual review. Comparable to Culture Amp and Qualtrics.
- **Recognition & Rewards.** Meaningful recognition tied to real development moments, not just tenure. Comparable to Disco, Reward Gateway, and Achievers.
- **Motivation Intelligence.** Understanding what genuinely motivates each leader and team, beyond a generic engagement score — a category Worksparks is positioned to define.
- **Culture Measurement.** Reflecting how leaders really feel, not just what they report in a survey — a category Worksparks is positioned to define.

**Combined addressable market for an integrated platform: \$20B+**

## Why Now

- Remote and hybrid work has made leadership lonelier and harder than ever.
- Organisations are under pressure to develop leaders faster and more cost-effectively.
- AI adoption in professional tools is accelerating — but trust in generic AI is low.
- Demand for mental health and well-being support at work has never been higher.
- Leaders want tools built for them — not surveillance tools dressed up as support.

## About the Founder

Sonia McDonald has spent over 30 years coaching leaders across every industry, from first-time managers to CEOs. She is CEO and Founder of LeadershipHQ®, Founder of The Leadership Association, an author of three books, and host of the Leadership with Sonia podcast. She has been featured in the BBC, HRD Magazine, and The Australian, and speaks at leadership and HR conferences internationally.

*“I kept meeting brilliant, committed leaders who didn't need more training. They needed someone in their corner in the moments that actually mattered. I couldn't be everywhere at once. So I built something that could.”*

## The Ask

Worksparks is seeking investors and strategic partners who bring more than capital — people who understand the leadership space, believe in human-centred technology, and want to be part of building something that genuinely improves how people lead.

- **Strategic alignment.** Investors who understand leadership development, HR tech, or coaching markets.
- **Growth capital.** To scale early access into a full commercial launch across B2C and B2B.
- **Platform partners.** Partners who see the path from coaching tool to integrated leadership platform.

**Financial projections, cap table information, and detailed traction data are available under NDA to qualified investors. To request the full data room or book a conversation with Sonia, contact [hello@worksparks.com](mailto:hello@worksparks.com)**