Worksparks

WORKSPARKS FOR ORGANISATIONS

Your employees are struggling in silence. This changes that.

Partnership Pack · Real-time leadership support for everyone in your organisation

Built by Sonia McDonald · CEO & Founder, LeadershipHQ®

THE REALITY

You've invested in leadership development. So why are managers still struggling?

You've run the programs. Brought in the facilitators. Built the frameworks. And yet leaders are still avoiding difficult conversations, performance issues are still left too long, and new managers are still drowning in their first 90 days.

It's not a training problem. It's a timing problem.

The gap isn't in the classroom. It's in the moments between — the Tuesday afternoon conversation that can't wait, the decision that needs clarity now, not at the next leadership offsite.

Worksparks fills that gap.

THE COST OF DOING NOTHING

What unresolved leadership moments cost you.

Talent walks

High performers leave managers, not companies. Delayed conversations accelerate attrition.

Culture erodes

Trust breaks down quietly, one poorly handled moment at a time.

Performance suffers

Issues left unaddressed become team-wide problems.

Leaders burn out

Carrying the weight of leadership without support is unsustainable.

L&D underperforms

Without real-time reinforcement, learning doesn't transfer to behaviour.

The most expensive thing you can do is leave your leaders without support in the moments that count.

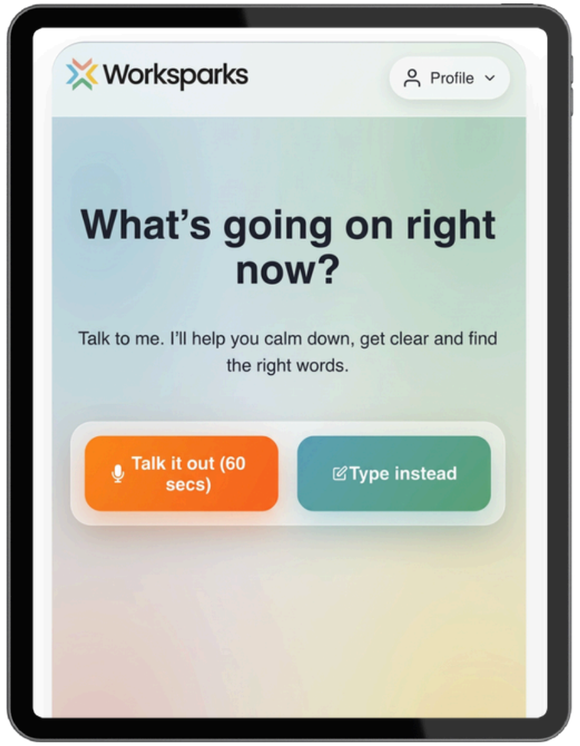
THE SOLUTION

Worksparks for Organisations.

Embed real-time leadership support across your entire management layer — from first-time team leaders to senior executives. Private, confidential, always on, and aligned to your own values, behaviours, and culture.

It doesn't replace your existing programs. It makes them work harder.

Think of Worksparks as the coaching layer that sits between your L&D investment and real behaviour change — reinforcing what your programs teach, in the actual moment a leader needs it.



WHAT IT SUPPORTS

The moments your leaders face every day.

- Delivering honest feedback without damaging the relationship
- Managing underperformance early, before it becomes a formal process
- Navigating team conflict with confidence
- Supporting a team member through personal difficulty
- Leading through change, restructure, or redundancy
- Onboarding into a new leadership role
- Making decisions under pressure with incomplete information
- Having the conversation that's been avoided for too long

Whatever your leaders are facing, Worksparks helps them face it better.

HOW IT WORKS

Simple to deploy. Easy to embed.

01 — Deploy

Deployed across your leadership cohort with minimal setup. No complex IT integration required for early access.

02 — Embed

Positioned as a natural complement to your existing L&D, coaching, and leadership frameworks, with onboarding support.

03 — Support

Leaders access Worksparks independently and confidentially. No manager visibility. No performance data shared.

04 — Understand

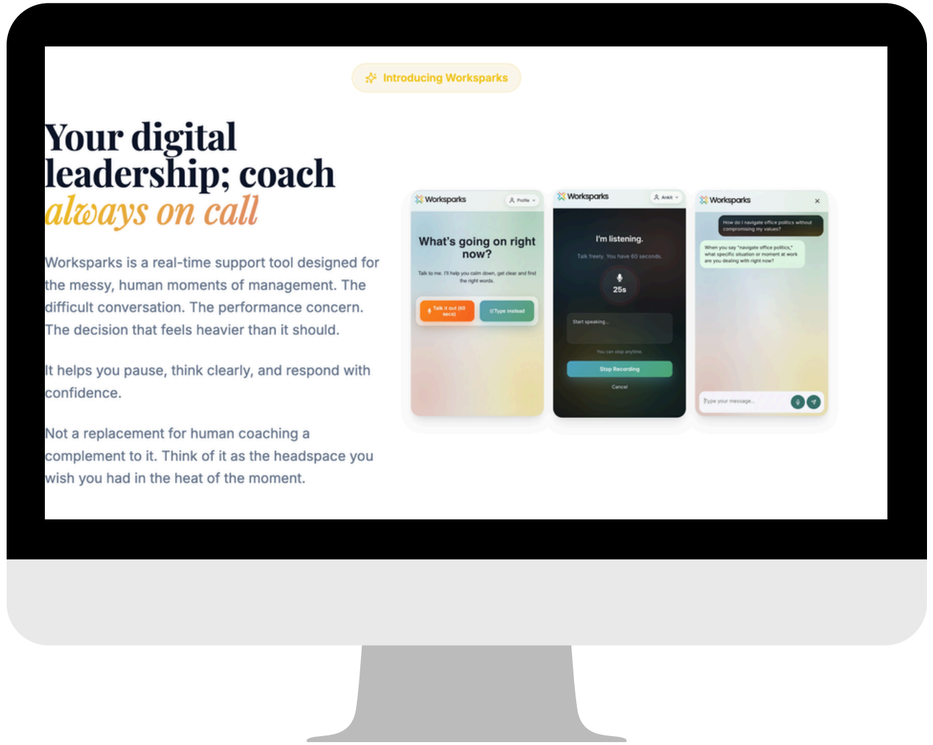
Coming soon: aggregate, anonymous insights into the real pressures leaders face — without surveillance or scoring.

CONFIDENTIALITY & TRUST

Built on trust. Designed for honesty.

Worksparks only works if leaders trust it completely. We believe the only way to understand what leaders really face is to give them a space where they feel safe being honest.

- Individual conversations are completely private
- No performance tracking or scoring
- No reporting to line managers or HR
- Leaders choose what, if anything, they share
- Future organisational insights will always be anonymous and aggregated



WHO IT'S FOR

Worksparks works across your entire leadership pipeline.

First-time managers

The transition into leadership is one of the hardest — and most undersupported.

Mid-level leaders

Carrying strategy from above and team reality below. Often the most pressured layer.

Senior leaders & executives

The loneliness at the top is real. A private space for decisions that can't be discussed internally.

High-potential leaders

Accelerate development by giving future leaders real-time support in stretch assignments.

THE BUSINESS CASE

The numbers that matter to your CFO.

50–200%

of annual salary — the average cost of replacing a mid-level manager

2.4x

more likely to hit performance targets with strong leadership development

77%

of organisations report a leadership skills gap — yet most L&D spend goes to programs

The ROI isn't complicated.

Worksparks costs a fraction of a single coaching engagement — and supports your entire leadership cohort. Supported leaders perform better, stay longer, and build stronger teams.

SOCIAL PROOF

Trusted by leaders. Built for organisations.

100 early access users onboarded so far, across industries.

> *We embedded Worksparks alongside our leadership program and the feedback was immediate. Leaders felt supported between sessions in a way they never had before.*

Head of People & Culture, Professional Services Firm

> *It gave our managers permission to ask for help — without it feeling like a performance issue. That shift alone was worth it.*

L&D Director, Large Enterprise

PRICING

Straightforward. Scalable. Built for organisations of all sizes.

Starter

$12 /leader/mo

Up to 25 leaders

Perfect for SMEs and pilot programs

Billed monthly, cancel anytime

Growth

$9 /leader/mo

25–100 leaders

Ideal for mid-size organisations embedding Worksparks across a leadership cohort

Billed monthly, cancel anytime

Enterprise

From $6–7 /leader/mo

100+ leaders

Custom onboarding and integration with existing L&D frameworks

Talk to us for a custom quote

All plans include full confidentiality, onboarding support, and access to new features as they launch. Enterprise pricing includes a one-time onboarding and integration fee.

THE PLATFORM VISION

One tool to replace five.

Right now, most organisations run separate tools for coaching, surveys, recognition, feedback, and culture measurement. They don't talk to each other — and leaders fall through the gaps. Worksparks is building toward a single, integrated platform.

Coaching

vs. BetterUp, CoachHub

Surveys & Feedback

vs. Culture Amp, Qualtrics

Recognition & Rewards

vs. Disco, Reward Gateway

Motivation Intelligence

Category-defining

Culture Measurement

Category-defining

Think BetterUp, Culture Amp, and Disco — but integrated, affordable, and built around the leader, not the organisation's need to measure them.

Early access organisations that join now will help shape what this becomes.

Ready to give every leader in your organisation the support they deserve?

We work with organisations of all sizes. If you're not sure where to start, just reach out — we'll help you figure out the right fit.

Book a Demo

Talk to Our Team

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