

# THIS MIGHT GET AWKWARD

## Real Stories of Vulnerable Human Leadership (that worked)

### Keynote by Jason Reid

In this fast-paced, funny, and story-driven keynote, award-winning news manager, master storyteller, and former comedy writer **Jason Reid** flips the leadership playbook on its head.

Forget polished perfection—Jason shows how vulnerability, honesty, and a little bit of awkwardness can unlock connection, trust, and serious results.

Drawing from behind-the-scenes moments leading award-winning newsrooms and inclusion projects, Jason shares raw, hilarious, and powerful stories of real leadership including:

- How revealing his chronic illness doubled his team's productivity.
- How a "ridiculous" idea turned into an award-winning news series that elevated the entire organization.
- How a simple conversation about a broken screw solved an intractable HR problem.

With the timing of a stand-up comic and the wisdom of an executive, Jason delivers a keynote packed with real talk, big laughs, and even bigger takeaways.

This keynote is packed with honest leadership stories that cut through corporate jargon and get to the heart of what leadership really is: human connection.

#### In this keynote, Jason shares stories about:

- Why vulnerability is your leadership advantage.
- How awkward honesty builds unstoppable teams.
- Why the best ideas are hiding where you least expect them.

If you lead people—or aspire to—you'll leave ready to ditch the mask, spark deeper trust, and lead with the one thing machines will never have: **heart**.



*"I could listen to Jason for hours."*  
Charmaine King, Kellanova Canada

*"Flawless, personable & informative."*  
Jerica Manuel, PocketWatch Inc.

#### Additional Talk Topics:

- Inclusive Leadership
- Storytelling for Leaders
- Invisible Disability & Neurodiversity
- Belonging/Psychological Safety



Great for: Leadership conferences • Executive retreats • DEI-focused events

# About Jason

## *Vulnerable Leadership | Workplace Belonging | Storytelling*

Jason Reid brings a rare blend of executive insight, award-winning storytelling, and on-stage charisma. A former head of television content at a national TV network who's managed high-pressure newsrooms and navigated invisible disabilities, Jason understands the real challenges leaders face—especially the unspoken ones.

With humour, humility, and hard-won wisdom, he shows leaders how embracing vulnerability can drive performance, trust, and innovation. His talks aren't just inspiring—they're actionable. Audiences leave laughing, reflecting, and ready to lead with more courage, empathy, and impact.

Whether you're building culture, navigating change, or simply want a speaker who makes your leadership audience think differently, Jason delivers.



### ***WHAT THEY'RE SAYING ABOUT JASON***

*His stories are human and hypnotic.*

**Charmainne King, Kellanova Canada**

*Jason created an immersive experience that kept the audience engaged, inspired, and empowered; he masterfully balances emotional depth with strategic communication.*

**Greg Williams, The Master Negotiator**

*Jason takes a deeper dive into the human side of things that greatly complements our work coaching leaders.*

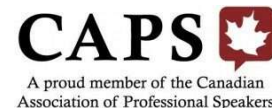
**Ethiopia Gultneh, Redfin**

*The highest rated event we've had!*

**F. La Casee, Highlights for Children**

*Jason is accommodating, cooperative, and just a pleasure to work with!*

**C. McKelvey, TD Bank Group**



For videos and more go  
to [JasonReid.ca](https://JasonReid.ca)  
416-712-9563  
[jason@jasonreid.ca](mailto:jason@jasonreid.ca)

