



JASON REID

The Story Master

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A winner of national and international awards for storytelling in television, Jason Reid is now a professional speaker and in-demand consultant who shows his audiences how to sell their ideas through powerful spoken-word presentations, and the magic of stories.

In the worlds of sales and leadership, everyone is in love with stories these days – and for good reason.

Research has shown that stories are the most powerful method of communication. They can be used to build connection, establish credibility, illustrate crucial points, and overcome objections.

However, like any tool, stories can be harmful if you use them the wrong way or in the wrong situation. As a result, understanding how stories work and how to tell them has become crucial skill for everyone in business.

Jason can show your audience how to craft their story to send the right message - a message that engages people and inspires them to action. But it doesn't stop there. They will learn simple but powerful presentation techniques that will give their stories a touch of Hollywood magic - making them memorable, funny, and immersive as well as authentic and natural.

Why settle for just a speaker when you can have a great storyteller? Someone who both entertains, and provides REAL actionable insight. Jason Reid can make your next meeting or conference and memorable one!

“Jason brings a professional, warm and inviting approach to his talks. He is reliable, authentic and a pleasure to work with.”

**Elaine Austin, Canadian
Manufacturers & Exporters**

Jason Reid is not only an entertaining professional speaker but an award-winning storyteller with three decades of experience creating and presenting powerful tales for television, movies and the stage.

Jason first learned how to master spoken-word messaging as a screenwriter, where he pitched movie scripts to impatient Hollywood producers. He then spent 20 years turning complex ideas into engaging true-life stories for television news as a writer, producer and manager.

Jason has worked at *CBC National News*, *Newsworld*, *CHTV* and *The Weather Network*, training and mentoring broadcast personalities such as William Coulter, Ross Hull, Christine McGlade, Adrienne Arsenault and many more.

Recognizing that all great communications involved selling ideas, Jason became a positioning consultant and speech writer - training entrepreneurs and other professionals how to create messaging, stories and presentations that were clear, authentic and inspired the audience to action.

Jason has worked with a wide range of private clients, from New York Times bestselling authors and a frequent guest on Oprah, to new entrepreneurs with little or no speaking or sales experience. Some of Jason's clients have made \$20K or more in new business after their very first talk!



**See Jason speak at
JasonReid.ca**

Talk Topics

Whether it's an entertaining keynote or hands-on workshop, Jason can provide insight into how to influence or sell an audience through the power of spoken word presentation and stories. Talks can be customized to suit your needs. Here are a list of his most popular topics.



Sit Right Back and You'll Hear a Tale

Discover the Secrets to Telling Powerful and Engaging Stories

Stories are at the heart of how we learn, relate and communicate. They can be used to illustrate complex ideas, inspire revolutions or simply entertain us. As a result, they have become the most powerful tool that people and organizations use to influence others.

In this fun and insightful keynote, former journalist and screenwriter Jason Reid shares the secrets behind why well-told stories affect us so powerfully and reveals the tricks that the best storytellers use to keep us wanting more. Along the way he'll share many of his own insightful and amusing tales from his work in Hollywood, television and the stage.

Entertaining, funny and upbeat, this talk is perfect for opening, closing or lunch at your event.

The Power Story

Five Steps to Creating Stories that Influence, Educate & Sell

Research has demonstrated that stories are more impactful and memorable than facts or statistics and are one of the most powerful tools to sell your idea. But stories only work when you tell the right stories for the right purpose in the right way.

Jason will demonstrate the crucial steps to telling clear, and entertaining stories that will have maximum impact and inspire your audience to action.

- Discover how stories work on the brain.

- Learn how to use stories to make a connection with your audience, illustrate points of insight, overcome barriers to action and more.
 - Take away an effective 5-point structure for telling powerful stories that will engage your audience and inspire them to action.
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The Hollywood Touch

Make your presentations irresistible with these powerful storytelling techniques.

The fact is that your audience is only receptive to your message if you can keep them engaged. Using an entertaining story as your delivery vehicle increases their attention, understanding and eventual buy-in.

Hollywood has long been the gold standard for producing powerful, popular and memorable stories. Now you can make your own presentations just as memorable using the same techniques as masterful screenwriters.

Learn:

- The magic art of creating scenes and setting
- How to add humour and humanity through characters and dialogue
- The steps to create an immersive experience that turns your story into virtual reality for the listener.

"Jason's simple but powerful tools teach the audience how to build their own narratives, which he reinforces through a final story that brings all the elements together in an entertaining and effective way. Jason was a big reason our event launch was so successful."

Kim Wilson, H.U.B. Inc.





Award-Winning Experience

The 90-Second Leadership Message

How to sell change and communicate your vision like a pro

The ability to communicate change and sell your audience on a strategic vision is what separates a manager from a leader. That's why it's important to understand how to create messaging that's clear, insightful, repeatable....and human.

Available in keynote or training session, participants will learn how to create concise audience-focused messaging that works, including:

- Three principles for creating conversational and shareable messaging that sticks
- Important techniques to come across as natural, sincere and powerful
- A template for communicating any message in about 90 seconds.

- How to increase audience buy-in, and emotional impact
- Creating an effective call to action.

Storytelling For Non-profits

Increase your influence and engage your audience

Just because you are involved in a nonprofit or social enterprise, doesn't mean you don't sell.

The fact is you have a point of view that you're looking to communicate and you need buy-in from contributors, stakeholders, and the people that you serve.

Research has shown that stories are the most powerful way to spread ideas. However, not all stories are created equal. Some stories inadvertently send the wrong message, while other stories lack the "legs" to make them compelling and shareable.

In this interactive program you will learn how stories work, how they can be used, and how to tell them the right way.

Key takeaways:

- How to find the right stories that advance your message
- The five plot points that allow you to tell any story in a clear, concise and repeatable form
- Four ways to make your story more immersive, and engaging.

"Jason delivered a brilliant mix of eye opening content, hilarious tales and deeply touching stories. Every person walked away thoroughly entertained and with excellent strategies they could implement right away."

Cindy Ashton, Minerva Enterprises

Mastering the High Stakes Presentation

Presenting your ideas to an audience is one of the most powerful and effective means of communication, so why is it that we associate presentations with dread and boredom?

It's time to learn how to present with power. Jason shares the fundamental strategies of creating a presentation that will connect with people, sell your idea, and inspire your audience to take action.

Available in keynote, workshop or training form. Takeaways include:

- Structuring your presentation for maximum clarity, sharability and retention
- The one rarely-used prep tool that will make you sound naturally magnetic

