



# JASON REID

## The Story Master

Virtual and in-person programs

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A former screenwriter, news producer, and winner of international awards for storytelling in television, Jason Reid shows his audiences how to sell their ideas, influence others, and build human connection through powerful presentations and strategic storytelling.

### **With human disconnection at an all time high, stories are more important than ever.**

In today's post-pandemic world, when people are feeling more disconnected than ever before, stories have become the primary way to build humanity and give a taste of "the real world" in your communications. They are also one of the best ways to influence change.

Research has long shown that stories are the most powerful method of communication. They can be used to build connection, establish credibility, illustrate a point, and overcome objections. Whether you're building a brand, selling an idea, or leading with vision, you need to know how to create stories that are repeatable, powerful and memorable.

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.

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 training session a memorable one, whether it's virtual or in person!



**See Jason speak  
at [JasonReid.ca](http://JasonReid.ca)**

### **An entertaining speaker with decades of experience and valuable expertise**

Jason Reid is not only an entertaining professional speaker and trainer but an award-winning storyteller and with three decades of experience creating and presenting powerful tales for television, movies, online, 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*, *CBC Newsworld*, *CHTV* and *The Weather Network*, training or mentoring broadcast personalities such as Adrienne Arsenault, William Coulter, Ross Hull, Christine McGlade, and many more.

Recognizing that all great communications involved selling ideas, Jason became a speech-writer and consultant — training business owners, speakers, and other professionals to create messaging, stories, and presentations that inspire their audiences to action.

Jason has worked with a wide range of private clients from entrepreneurs to *New York Times* bestselling authors, and even a frequent guest on *Oprah!*

# Entertaining Insightful Relevant



“Thank you so much, Jason for an incredibly impactful session. You have continuously been so accommodating, cooperative, and just a pleasure to work with!”

**C .McKelvey, T.D. Bank Group**



“Jason’s Strategic Storytelling Program showed us how to communicate our work to both our fans and skeptics. Jason customized his material and taught us how to construct our story with emotion and purpose. He left staff excited, motivated and able to tell better stories.”

**Krystal Lomas, Credit Valley Conservation**



## Why Jason Should Speak at *Your* Next Event:

**Presenting to Virtual Audiences:** Jason realizes that virtual presentations are a different medium that requires different approaches and strategies to keep audiences engaged.

**Engaging:** As a long-time professional storyteller, Jason knows how to make content entertaining and easy to understand whether it’s delivered virtually or in-person.

**Relevant:** Jason’s concepts are actionable and specific so they can be easily applied.

**Insightful:** Other speakers present information that can easily be sourced on the internet. Jason goes beyond the surface to provide insightful content that makes him much more than a human “infographic”.

**Original:** While many of today’s “experts” regurgitate a few key ideas from a handful of thought leaders, Jason’s content comes directly from his decades of experience in storytelling, media production, speaking and sales.

**Accommodating:** Who wants the stress of a *prima donna* speaker? If you need an extra person for your panel discussion, a promo video, or anything else, feel free to ask.

**Professional:** Having been in charge of quality control at a national broadcaster, you can be sure that Jason will bring a respectful and professional approach to your event.

**Fun:** Being professional doesn’t mean being boring! Jason’s sense of humour, passion for storytelling, and sense of creative play make his talks memorable and will put a smile on the face of your audience.

“As a professional speaker, it has become more and more critical to be able to engage virtual audiences. Jason broke down and demonstrated strategies to engage audiences virtually to amazing effect!”

**Suzannah Baum, Canadian Association of Professional Speakers**

## Talk Topics: Storytelling

Whether it's a virtual keynote, hands-on workshop or more extensive training, Jason can provide insight into how to influence or sell an audience through the power of spoken-word presentation and stories. Programs are customized to suit your needs. Popular topics include:



### **Strategic Storytelling**

*Five Steps to Creating Stories that Influence, Educate & Sell*

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 others lack the “legs” to make them shareable.

Jason will demonstrate the crucial steps to telling stories with a clear and powerful message that will engage your audience and inspire them 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 buy-in and more.
- Take away an effective 5-point structure for telling powerful stories that will engage your audience and inspire them to action.

### **Mastering Virtual and Video Presentations**

*How to engage your audience in a virtual world*

Presenting in a virtual world comes with many challenges, from being properly seen and heard to engaging your audience in the midst of inherent distractions. However, by using the same techniques as top broadcasters, you can engage customers, prospects or key stakeholders like never before and present effectively with power.

In this customizable educational session, Jason will share techniques from both professional speaking and broadcasting that will help people in your organization communicate more powerfully and effectively online, whether it's a live meeting or pre-recorded video.

### **Sit Right Back and You'll Hear a Tale**

*Discover the Secrets to Telling Powerful and Engaging Stories That Influence Others*

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.



# Talk Topics: Presentation Skills



## Mastering the High Stakes Presentation

*Creating Narratives and Messaging that Inspire Action*

In a world of seemingly unlimited facts and pervasive technology, live presentations are still the most influential and powerful communication tool we have. Yet, a 2018 survey showed that 80 percent of business professionals shifted their focus away from the last presentation they watched.

The challenge is that most presenters haven't been properly trained on how to use the medium effectively. In this program, participants will learn how to create presentations that engage their audience and spread their messages in a powerful way.

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

- Structuring your presentation for maximum clarity, share-ability and retention
- The one rarely-used prep tool that will make you sound naturally magnetic
- How to increase audience buy-in, and emotional impact
- Creating an effective call to action.

## How to be a Magnetic Presenter (Virtual or In-Person)

*Unlock the secrets of your inner storyteller and sell yourself*

In order to influence others, your audience must be sold on YOU first.

Because of this, presenters get nervous and focus too much on themselves instead of the audience, resulting in presentations that feel awkward,

A truly magnetic communicator attracts their audience, as opposed to pushing their message "at" them. This allows the presenter to gain their audience's attention, permission and open mind.

Contrary to popular belief, being a magnetic speaker isn't about poses, gestures or techniques, but getting in touch with natural human tools of empathy, listening, and personal warmth.

Ideal for smaller audiences and breakout sessions, this effective and highly interactive program takes participants through interpersonal and improvisational exercises designed to make them more naturally magnetic and authentic communicators so that they can naturally sell their ideas without worrying about selling themselves.

## Mastering the 90-Second Message for Leaders

*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 leader from a manager. 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.