JASON REID

LEADERSHIP KEYNOTE SPEAKER

AWKWARD LEADERSHIP™

Building Trust When Tension Rises



SIGNATURE KEYNOTE

THIS MIGHT GET AWKWARD

How Leaders Build Trust in the Moments Others Avoid

Every leader faces moments when something awkward needs to be said or done. Maybe it's a difficult conversation, a concern someone has raised, or a problem everyone knows exists but nobody wants to address. The trouble is, when leaders avoid these moments, problems can grow, people become less willing to speak up, and trust begins to suffer.

In *This Might Get Awkward*, Jason uses humour, memorable stories and his own leadership experience to explore why capable people avoid uncomfortable situations. Audiences will recognize habits they have probably been guilty of themselves and rethink how they respond when trust is on the line.

MEET JASON REID

As Head of Content at a national television network, Jason led teams where deadlines were constant, priorities could change in minutes, and getting people to work together wasn't always easy. He discovered that some of the biggest obstacles to performance weren't operational problems, but the uncomfortable human situations leaders often avoid.

Today, Jason combines that experience with his background in journalism, screenwriting and comedy to deliver entertaining, story-driven keynotes about trust, communication, and performance.

PRODUCTIVITY DOUBLED WITHIN ONE YEAR

While managing his department, Jason opened up to his team about his invisible disabilities. That honesty encouraged others to share challenges they'd previously kept to themselves, allowing problems to be addressed that had gone unnoticed. As trust and communication improved, department productivity doubled within a year, and the team went on to win national and international journalism awards.

"I could listen to Jason for hours. His stories are human, engaging and deeply relatable."
CHARMAINNE KING | KELLANOVA CANADA

"Resonated on a deep level. This eye-opening keynote has made me really reflect on my leadership style."
LAURA CRAWFORD | CANADIAN COUNCIL OF MINISTERS OF THE ENVIRONMENT

Trusted by organizations including: IKEA, Bell, TD, FDA, SHRM, CSAE

WHAT AUDIENCES TAKE AWAY

This Might Get Awkward gives leaders a different way to look at uncomfortable situations and the choices they make when trust is at stake.

NOTICE WHEN WE HIDE
Recognize why even experienced leaders sometimes avoid discomfort, and what the delay can cost.

QUESTION ASSUMPTIONS
Spot when concerns are dismissed or conclusions reached before anyone asks enough questions.

USE BETTER JUDGMENT
Decide when a tense situation calls for action, a better question or patience.

BUILD TRUST IN REAL MOMENTS
Understand how everyday leadership responses affect candour, relationships and performance.

WHY BOOK JASON

Jason brings an unusual combination to leadership conferences: years of experience leading teams in a high-pressure environment, along with a background in journalism, screenwriting and comedy. His keynotes use humour and relatable stories to get audiences laughing at familiar leadership situations, recognizing their own habits and thinking differently about how they build trust.

ALSO AVAILABLE | LEADING THROUGH CHAOS AND CHANGE

How to Lead Even If You Don't Have the Title

When circumstances are uncertain and people are looking for answers, leaders build trust through honest communication, sound judgment and a willingness to acknowledge what they don't know. Jason explores how people can provide clarity and earn trust even without formal authority.

> *"Jason's deeper dive into the human side of things greatly complements our work coaching leaders."*
> **ETHIOPIA GULTNEH | REDFIN**



Ideal for: Leadership conferences, association events and organizations navigating change, uncertainty or complex leadership challenges.

Formats: Opening, featured or closing keynote. Workshops also available.

Jason travels from Toronto and has a U.S. E1 Visa.