

Jason Reid

Keynote Speaker
Awkward Leadership



“The moments leaders avoid are the ones that build trust.”

As head of content at a national television network, Jason made a decision most leaders wouldn't—he chose to be open with his team about a personal health challenge.

That vulnerable approach, now part of what he calls Awkward Leadership, led to productivity doubling within a year and multiple international awards.

“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

“The event we did with you was such a success, our entire company is now putting more emphasis on how to address these types of people issues in the workplace. It's being tied into our values and goals moving forward.”

— Rebecca Mole, Tek Resources Ltd.

“I could listen to Jason for hours. His stories are human, engaging and deeply relatable.”

- Charmaine King, Kellanova Canada

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Jason Reid is a keynote speaker and former national television newsroom leader who speaks to the moments leaders instinctively avoid. Moments that have the greatest impact on trust, communication, and performance.

He calls this *Awkward Leadership*.

Because the situations leaders tend to avoid are often the ones that matter most—especially when they're handled well.

Drawing from experience managing teams in a dynamic and changing industry, while at the same time navigating his own invisible disabilities, he shows his audience how honesty, clear communication, and a willingness to embrace awkward moments can unlock trust, engagement, and unexpected performance.

Jason's background in journalism, screenwriting, and comedy adds a strong storytelling layer to his work on awkward leadership.

His talks leave audiences laughing, reflecting, and ready to embrace the awkward.



linkedin



youtube (talk clips)



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

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Keynotes on Awkward Leadership

This Might Get Awkward | Why the Moments Leaders Avoid Actually Build the Most Trust

Most leaders try to avoid awkward moments. Jason makes the case that those are *exactly the moments that build trust*.

Through funny, honest, and very real stories—including sharing his own invisible disability with his team—he shows how vulnerability strengthens credibility, opens communication, and drives performance in ways most leaders don't expect.

Navigate difficult conversations, build trust quickly, and lead with more clarity and confidence.

Leading Through Chaos & Change | How to Lead Even If You Don't Have the Title

When things feel uncertain, people don't just look for direction—they look for someone who can help them understand what's going on.

Jason shows how leadership often shifts during change, and why those who communicate clearly and engage others in uncertain moments are the ones people start to follow—regardless of title.

Bring clarity to uncertainty, steady your team, and become the leader people turn to.

The Leadership Power of Storytelling | Say What Matters. Make It Stick

Leaders don't struggle with ideas—they struggle to communicate them in a way that actually lands.

Jason focuses on how leaders can cut through noise and say what actually matters—using story to make complex ideas clear, relatable, and hard to ignore.

Make your message clear, memorable, and something people actually act on.

Trusted by organizations like:



Ideal for: Leadership conferences, association events, and organizations navigating change

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