

Bios and Introductions for Jason Reid, The Awkward Leader



50-word bio

Jason Reid is a keynote speaker on Awkward Leadership, the idea that the moments leaders instinctively avoid are often the ones that build the most trust.

A former television executive, he led teams through rapid change while doubling productivity. Through story-driven keynotes, Jason shows leaders how to build trust, strengthen teams, and drive performance.

100-word bio

Jason Reid is a keynote speaker on Awkward Leadership, the idea that the moments leaders instinctively avoid are often the ones that build the most trust.

A former head of content for a national television network, Jason led teams through rapid change and high-pressure environments, doubling productivity and guiding his department to national and international journalism awards.

Drawing on his experience leading while managing an invisible disability, Jason brings a practical, real-world perspective to trust, communication, and performance. Through story-driven keynotes, he shows leaders how to navigate difficult conversations, build trust quickly, and lead effectively in uncertain environments.

150-word bio

Jason Reid is a keynote speaker on Awkward Leadership, the idea that the moments leaders instinctively avoid are often the ones that build the most trust.

A former head of content for a national television network, Jason led teams through rapid change and high-pressure environments, doubling productivity and guiding his department to national and international journalism awards for the first time in its history.

His perspective is shaped by leading while managing an invisible disability, giving him a practical understanding of trust, communication, and performance under pressure.

With a background in journalism, screenwriting, and comedy, Jason delivers story-driven keynotes that are engaging, honest, and immediately applicable. He shows leaders how to navigate difficult conversations, build trust quickly, and create teams that perform, even in uncertain environments.

250-word bio (bureau version)

Jason Reid is a keynote speaker on Awkward Leadership, the idea that the moments leaders instinctively avoid are often the ones that build the most trust.

A former head of content for a national television network, Jason led teams through rapid change and high-pressure environments, doubling productivity and guiding his department to national and international journalism awards for the first time in its history. His leadership approach was shaped not just by the demands of the role, but by navigating his own invisible disability while leading others.

That experience led to a simple but powerful insight: the conversations leaders tend to avoid, around uncertainty, performance, and vulnerability, are often the ones that unlock trust, engagement, and performance.

Drawing on a background in journalism, screenwriting, and comedy, Jason delivers story-driven keynotes that are engaging, honest, and practical. His talks combine real leadership experience with clear takeaways, giving audiences a way to apply what they've heard immediately.

Jason speaks to corporate leaders, managers, and associations across North America on trust, communication, and leading through change. His keynotes help organizations build stronger teams, navigate difficult conversations, and perform more effectively in complex environments.

Speaker Intro (60–90 seconds)

Our next speaker focuses on something most leaders try to avoid.

Jason Reid calls it *Awkward Leadership*—the idea that the moments we instinctively shy away from, especially the honest and uncomfortable conversations, are often the ones that build the most trust inside a team.

Jason is a former head of content for a national television network, where he led teams through rapid change and high-pressure environments. During that time, his department doubled its productivity and earned national and international journalism awards for the first time in its history.

What makes his perspective unique is that he was navigating his own invisible disability while leading others. That experience shaped how he thinks about trust, communication, and what actually drives performance.

Today, Jason shares those insights through story-driven keynotes that are relatable, and practical.

Please join me in welcoming Jason Reid.

Shorter version (30–40 seconds)

Our next speaker, Jason Reid, is a keynote speaker on *Awkward Leadership*—the idea that the moments leaders instinctively avoid are often the ones that build the most trust.

A former head of content for a national television network, he led teams through rapid change while doubling productivity and earning national and international awards.

Today, he shares practical insights on trust, communication, and leading through uncertainty.

Please welcome Jason Reid.