

# Jason Reid

Keynote Speaker on  
Human-Centered Leadership  
and Communication



**Jason Reid equips leaders to build engagement, communicate with power, and navigate change by leading with vulnerability, empathy, and courage.**

**Formerly head of content at a national television network, Jason doubled productivity within a year & won international awards.**

**His engaging style brings entertainment as well as insight into people leadership and communication.**

*"Jason has a wonderful gift for storytelling and truly engaging his audience. His leadership talk was a powerful reminder to lead with heart and purpose."* - Jen Nepoose, CACE

*"It was an incredibly impactful session. Jason has continuously been accommodating, co-operative, and just a pleasure to work with!"* - Christine McKelvey, TD Bank Group

*"I could listen to Jason for hours. His stories are human and hypnotic."* - Charmaine King, Kellanova Canada

*"Jason masterfully balances emotional depth with strategic communication."* - Greg Williams, The Master Negotiator

*"It resonated on a deep level. This eye-opening keynote has made me really reflect on my leadership style."* L. Crawford, Canadian Council of Ministers of the Environment

*"He left our leaders excited, motivated and able to tell better stories."* - Krystal Lomas, Credit Valley Conservation

*"Jason's ability to get the most out of people is impressive!"* - Ross Hull, Global News

## Activating human potential through vulnerable leadership

Jason Reid is a seasoned manager, leadership speaker, and communication expert who believes the best results come when leaders show up as fully human.

Jason's philosophy is simple but powerful: Connection beats perfection.

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 authenticity, effective communication, and a willingness to embrace awkward moments can unlock trust, engagement, and unexpected performance.

In addition to his leadership background, Jason has roots in journalism, screenwriting and comedy, including three years studying under "Canada's Storyteller" Stuart McLean.

This rich storytelling experience allows him to bring a rare blend of humor and heart to every keynote. His talks leave audiences laughing, reflecting, and, most importantly, ready to lead with more courage, clarity, and connection.

Travelling from Toronto, Jason has shared his insight with people and organizations across the Globe. His E1 visa allows him to cross the Canada/U.S. border with ease.



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[youtube.com/jasonthestorymaster](https://www.youtube.com/jasonthestorymaster)



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*"Human engagement requires human-centered leadership."*

## Popular Leadership Programs

### Leading through Chaos & Change, No Matter What Your Title

In this fast-paced, funny and story-rich keynote, Jason Reid reveals why moments of change are actually ripe with opportunity to lead, especially for those who know how to communicate with clarity, empathy, and vision.

### This Might Get Awkward: An Entertaining and Insightful look at Vulnerable Leadership

Forget polished perfection—Jason shows how vulnerability, honesty, and a little bit of awkwardness can unlock connection, trust, and serious results. Drawing from behind-the-scenes moments leading award-winning newsrooms and inclusion projects, Jason shares raw, hilarious, and powerful stories of authentic, human-centred leadership.

### The Art of Storytelling for Leaders: Build Trust. Inspire Change. Lead with Heart.

In this entertaining and engaging keynote, award-winning journalist and leadership expert Jason Reid explores how authentic storytelling can transform workplace culture, build deep trust, and drive lasting performance.

## Additional Programs

- Psychological Safety
- Building Trust
- Invisible Disabilities in the Workplace
- Stage, Story and Presentation Skills  
keynotes that entertain and inform
- Navigating the Last Mile to Belonging



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