

## Positioning Document for Jason Reid

# Keynote Speaker on Awkward Leadership, Trust & Team Performance

*Jason Reid is a keynote speaker who challenges how leaders think about the moments they instinctively avoid, because those moments have the greatest impact on trust, communication, and performance.*

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### Leadership Story



It started with a moment that most leaders would probably dread.

When Jason became head of television content at *The Weather Network*, he faced declining morale and productivity—while managing his own chronic illnesses.

At his first national staff meeting, he made a decision most leaders would avoid: he spoke openly about his health. That moment shifted the culture.

Team members began sharing challenges of their own, communication improved, and within a year productivity doubled—along with national and international awards.

All of it started with a conversation most leaders would have avoided.

This is where Jason's concept of Awkward Leadership began.

## Speaking Style

Jason's talks are story-driven, honest, and grounded in real leadership experience. He combines humor, vulnerability, and practical insight to explore the moments leaders don't always plan for—but remember.

## Storytelling and Leadership Background

- Former journalist and senior television manager
- Experience writing screenplays and television comedy
- Spent three years mentored by Canada's renowned storyteller, Stuart McLean
- Frequent storytelling and communication resource for CAPS (Canadian Association of Professional Speakers), including a main stage keynote in 2024.

## Other Unique Skills and Advantages

Holds an E-1 Visa, allowing him to work easily in the United States

Extensive experience producing live television events, with a strong understanding of timing, structure, and professional standards

Has presented to government and business audiences across Canada and the United States on invisible disability, inclusion, and workplace culture.

Author of two books on invisible disabilities in the workplace, including the most recent: *Embracing Invisible Disabilities in the Workplace* (2024).

## Ideal Audiences

- Organizations focused on people, culture, and leadership
- Government agencies
- Nursing and health care organizations
- Large engineering and technology companies

- Organizations and associations experiencing leadership transition, particularly to younger or emerging leaders

Jason's relatable and inclusive style resonates strongly with diverse audiences and is particularly well received by women in leadership and professional roles.

## Popular Talk Topics

### **This Might Get Awkward:**

#### **Why the Moments Leaders Avoid 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 the decision to share 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.

### **Leading Through Chaos & Change**

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

When things get messy, most people wait for direction. Jason shows why those moments are actually where leadership begins, especially for people willing to step in, speak clearly, and say what others won't.

Drawing from real stories navigating disruption in a national newsroom, he shares how communication, honesty, and a bit of discomfort can turn uncertainty into momentum.

### **The Art of Storytelling for Leaders:**

#### **Say What Matters. Make It Stick**

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

Jason shows how storytelling helps leaders simplify complexity, build trust, and connect people to what matters, especially when the message is difficult or uncomfortable to deliver.

## Primary Topic Expertise

- Awkward Leadership (Trust, Communication, and Performance)
- Leading Through Change and Uncertainty
- Storytelling and Communication for Leaders
- Invisible Disabilities and Inclusive Leadership