

Jason Reid
Leadership Keynote Speaker | The Awkward Leader™

Bureau Positioning Snapshot

**Jason Reid shows leaders how trust is built or lost
in the moments most people avoid.**

Through story, humour, and real leadership experience, Jason helps audiences see how postponed conversations, unnamed tensions, dismissed ideas, and untested assumptions quietly shape communication, culture, and performance.

Category: Leadership keynote speaker

Core topics: Trust, communication, leadership under pressure, team performance

Signature framework: Awkward Leadership™

Core message: The moments leaders avoid are often the ones that build the most trust. And when trust improves, performance follows.

What Makes Jason Easy to Position

Most leadership speakers talk broadly about communication, culture, change, or trust.

Jason gives bureaus a more specific and memorable sales lane:

The moments leaders avoid.

That lane is easy to explain, easy to remember, and relevant to a wide range of leadership audiences.

Jason's keynote connects directly to the issues organizations are already trying to address: trust, communication, accountability, change, culture, and team performance. But he approaches those issues through a fresher lens: the awkward human moments where trust is quietly built or lost.

The result is a keynote that feels practical, human, funny, and immediately relevant without sounding like generic leadership advice.

When to Recommend Jason

Jason is a strong fit when a client says:

“We want leadership, but not generic leadership.”

“Our leaders need to communicate better through change.”

“We need people to speak up sooner.”

“We’re dealing with trust, accountability, or culture issues.”

“Our managers are avoiding difficult conversations.”

“We want something practical, human, funny, and memorable.”

Signature Keynote:

This Might Get Awkward: Leading the Moments Others Avoid

Many leadership problems do not begin with incompetence. They begin with avoidance.

Jason introduces audiences to Awkward Leadership™, a practical framework for understanding how avoidance, dismissal, and assumptions quietly shape trust, communication, and performance.

Audiences leave with a memorable lens for recognizing difficult leadership moments earlier, communicating more honestly, and leading with better judgment when things get uncomfortable.

Copy-Ready Bureau Description

Jason Reid is a leadership keynote speaker and creator of **Awkward Leadership™**, a practical framework for understanding how trust is built or lost in the moments most people avoid.

A former Head of Content at a national television network, Jason combines real leadership experience, humour, and focused storytelling to show how postponed conversations, unnamed tensions, dismissed ideas, and untested assumptions quietly shape communication, culture, and performance.