

Positioning Document for Jason Reid

Human-centered Leadership and Communication Speaker

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



Leadership Story

When Jason became head of television content at *The Weather Network*, he faced two immediate challenges: chronic illnesses (Crohn's disease and arthritis) that were unpredictable and painful, and a sharp decline in productivity and morale following previous leadership.

At his first national staff meeting, Jason took a bold step. He spoke openly about his health and the workarounds the team would use. That moment of vulnerability fundamentally shifted the culture.

Over a short time, many staff members disclosed their own invisible disabilities, including physical, mental, and neurodivergent conditions. With small accommodations and open communication, productivity doubled in under a year, and for the first time in its history, the department won national and international awards for journalism and storytelling.

Speaking Style

Jason's strong voice, professional presence, and leadership background establish immediate credibility, while his humor and storytelling make his message relatable and accessible. His presentations are highly story-driven, grounded in lived experience, and built around original material. Audiences consistently describe his style as authentic, human, and engaging.

Strong Storytelling and Content Creation 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

Regularly presented to government and business audiences in 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

- People-focused organizations and professional associations
- 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

Leading Through Chaos and Change, No Matter Your Title

Change creates uncertainty—but it also creates leadership moments for those who know how to communicate with clarity and empathy. Drawing from real-world experience leading high-pressure teams through disruption, this keynote shows how trust, presence, and human connection allow leaders at every level to influence outcomes, even without formal authority.

This Might Get Awkward: Showing Human Leadership in a World of A.I.

As organizations chase efficiency and automation, leaders risk losing the one thing technology can't replace: trust. This keynote explores how vulnerability, honesty, and imperfect human moments build stronger teams and better results. Through powerful and often humorous stories, Jason reframes the ability to embrace awkward or uncomfortable situations as a leadership advantage in a rapidly evolving workplace.

The Art of Storytelling for Leaders

Great leaders don't just share information, they create meaning. This keynote shows how authentic storytelling builds trust, inspires change, and strengthens culture. Drawing on award-winning journalism and leadership experience, Jason equips leaders with practical ways to communicate more clearly, connect emotionally, and lead with greater impact.

Jason adapts keynotes to reflect the experience and challenges of his audience.

Primary Topic Expertise

- Human-Centered Leadership
- Building Trust at Work
- Leading Through Change
- Communication and Storytelling
- Inclusive Leadership and Workplace Culture