

Jason Reid

Leadership Keynote Speaker | Creator of Awkward Leadership™ Positioning Snapshot for Planners and Partners

Jason Reid helps leaders lead in the moments others avoid.

Through his Awkward Leadership™ framework, he shows how uncomfortable leadership moments can build trust, improve communication, and strengthen 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 Different

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

Jason gives audiences a more specific and memorable lens:

What are we avoiding, and what is it costing us?

That question helps leaders recognize where trust is quietly being shaped: in the postponed conversation, the unnamed tension, the dismissed idea, and the assumption nobody has challenged.

It makes his work especially useful for organizations where people need to speak up sooner, communicate more honestly, and lead through difficult human moments with better judgment.

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.”
-

Audience Takeaway

Audiences leave with a simple framework for recognizing three patterns that quietly damage trust:

Avoidance – delaying the moment that needs attention

Dismissal – rejecting ideas, concerns, or questions too quickly

Assumptions – treating assumptions like facts

Jason helps leaders decide when discomfort is simply uncomfortable, and when it is pointing to something leadership needs to address.

Proof Point

Jason’s message is grounded in real leadership experience.

As Head of Content at The Weather Network, he led a department facing morale, productivity, and quality challenges while privately managing serious chronic health conditions. At a national staff meeting, he made the decision to speak openly about what he had been managing.

That moment changed the conversation. Team members began sharing challenges of their own, communication improved, and trust increased. Within a year, productivity doubled and the department won national and international awards.

Best-Fit Audiences

Leadership conferences

HR and people-culture events

Healthcare leadership

Education leadership

Municipal and public sector leadership

Professional associations

Organizations navigating change, trust, communication, accountability, or culture challenges

Copy-Ready 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 are tempted to 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.

