



## **Jim Reid**

**Author, Speaker and Coach**  
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Jim Reid knows what it takes to build a high-performing culture and successfully lead organizations through tremendous growth. An accomplished executive and trusted advisor to six CEOs, Reid has navigated significant change and immense pressure to build winning teams that outperform competitors. He has coached, advised and developed thousands of aspiring leaders who have gone on to deliver extraordinary results and make the world an even better place. Originally trained as a military pilot, Reid built his expertise working alongside some of the best thinkers on leadership, including Jim Collins, Jeffrey Pfeffer, John Kotter and Dave Ulrich. Reid was recognized in 2021 as one of the 50 Best Executives in Canada by *Report on Business Magazine*, and in 2022, he was invited to join Forbes Coaches Council. Reid is also the recipient of the 2022 OC Tanner Award for Lifetime Achievement in Human Resources. He brings credibility, insight and integrity to shape a framework for leadership based on five timeless principles that, if understood and lived, are almost guaranteed to get you to a better place in your life. Reid recently published a book in leadership, *Leading to Greatness*.