

# JAYSON KRAUSE

LEADERSHIP STRATEGIST, AWARD-WINNING  
AUTHOR & SPEAKER

**Helping individuals and organizations innovate  
towards a better future.**

Founder of Level 52 Inc., a disruptive leadership and executive development firm, Jayson has coached senior leaders and executives to successfully navigate large change initiatives, billion-dollar acquisitions, culture reboots, and the day-to-day chaos of leading complex systems. His portfolio includes leaders from several industries such as government, finance, energy, manufacturing, and technology.



Jayson has delivered measurable, high-impact leader development initiatives at organizations from Singapore to Silicon Valley and in 2019 Level 52 was awarded the *Best Learning and Development Initiative Award* at Work Awesome & the Workies in New York.

Complementing his commitment to high-impact leadership training, Jayson has developed a range of innovative programs. Notably, the Accelerated Leader Program, a flagship learning curriculum, empowers individuals to achieve rapid growth and enhanced leadership capabilities. Jayson has also spearheaded immersive live-audience experiences known as Leadership Disruption, as well as Innovation Hacksprints, enabling organizations to unlock groundbreaking ideas and cost-saving solutions worth millions of dollars.

Jayson has also created a range of experiential skill-development workshops including Negotiation Skills Training - which consistently delivers 10x - 100x ROI for clients - along with leader critical topics like Managing Time & Priorities, Mastering Fast & Effective Feedback, and Change Ownership.

In 2010, Jayson co-created The Science Behind Success™ - a disruptive approach to accelerating leadership effectiveness. His award-winning book, *The Science Behind Success - What Every Leader Needs to Know About Mindset, Influence, Culture & Performance* was released in November of 2020.

As a speaker, Jayson brings The Science Behind Success to life, inspiring leaders to examine the way they influence, engage, and bring more meaning to their work. He has spoken across the world, at large conferences and executive off-sites, for Fortune 500 companies and small-medium businesses.

Prior to his role as Managing Director at Level 52, Jayson was the Vice President of Global Corporate Client Solutions at the Coaches Training Institute - the world's largest coach training provider. From 1998 - 2006 Jayson spent eight years as a Canadian national team bobsled pilot. Through competing against the best in the world, Jayson cultivated a passion for building high-performance teams - winning four national titles and competing in three world championships.

Jayson lives in Okotoks, Alberta, Canada, with his wife and four children. He is passionate about coaching youth football, taking in live theatre, playing board games with the family, and loves spending his early mornings on long runs while listening to audiobooks. He ran his first 50 km ultra-marathon in the summer of 2022.

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