

JASON FINUCAN

YOUR MENTAL HEALTH CADDY

Mental Health Advocate | Speaker | Author | Founder, StigmaZero



KEYNOTES by STIGMAZERO

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WHO IS JASON FINUCAN?

Mental Health Advocate | Speaker | Author | Founder, StigmaZero



Jason Finucan is a nationally recognized mental health advocate and gifted public speaker, with over 18 years dedicated to ending the stigma surrounding mental illness. He is the author of *Jason: 1, Stigma: 0 – My Battle with Mental Illness at Home and in the Workplace* and the founder of StigmaZero, a workplace mental health training firm focused on education, empathy, and stigma reduction.

What sets Jason apart is the powerful intersection of lived experience:

- A major physical illness (a heart defect that led to open-heart surgery in 1988)
- A major mental illness (bipolar 1 disorder, resulting in hospitalization in 2005)

Through these experiences, Jason has developed a unique and compelling voice in the mental health space — one grounded in authenticity, empathy, and hope.

Storytelling That Inspires Change

Jason uses vivid, relatable storytelling to tackle one of society's most difficult conversations: mental illness. Whether through his keynotes, book, or media appearances, Jason blends personal narratives with evidence-based research, helping audiences better understand mental health in both their personal and professional lives.

Mission & Vision

Jason's ultimate goal is a future without stigma — a world where conversations around mental illness are met with the same compassion, urgency, and care as those around physical illness. His work empowers others to deepen their understanding and become part of a broader movement toward empathy, equity, and change.

WHY MENTAL HEALTH CADDY?



In golf, a caddy isn't just someone who carries clubs — they're a trusted companion who offers strategic guidance, emotional support, and helps players perform at their best.

Jason Finucan brings that same role into the world of mental health.

As your Mental Health Caddy, Jason combines lived experience, research-backed strategies, and compassion to support others on their journey with mental illness — whether they're living with a diagnosis themselves or supporting someone who is.

A Mission Rooted in Lived Experience

Jason has lived through both physical illness and mental illness, including:

- A congenital heart defect requiring open-heart surgery in 1988
- A diagnosis of bipolar 1 disorder in 2005, which led to hospitalization
- A seven-month-long depressive episode involving suicidal ideation in 2023

These experiences have given him deep insight into what it feels like to face despair — and what it takes to survive and heal with the help of a support system.

What Audiences Gain

In every keynote, Jason delivers more than a story — he provides the tools, language, and strategies that help audiences:

- Better understand mental illness
- Build resilience and support structures
- Replace judgment with empathy
- Move from surviving to thriving

Vision

Jason's ultimate goal is to help end the stigma of mental illness, so people will feel safe to seek help — before it's too late.

PORTFOLIO HIGHLIGHTS

Keynote Presentations

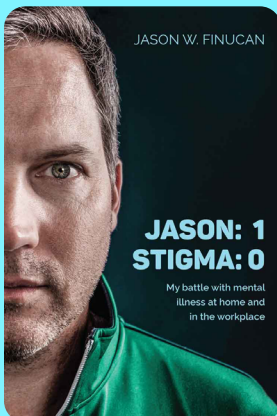


Jason has delivered impactful keynotes as the Mental Health Caddy, sharing insights to help audiences better understand and manage mental illness — both for those diagnosed and their caregivers. These talks are informed by over 22 years of lived experience with bipolar disorder, including a recent 7-month-long depressive episode that brought suicidal ideation.

Featured Media Appearance



You Can't Ask That – Season 2 (Bipolar Disorder Episode) Jason was featured in this groundbreaking Canadian television show that confronts societal prejudices and taboos. Filmed in 2019, the episode includes Jason's candid reflections on living with bipolar disorder and answers to real, unfiltered questions from the public.



Published Work

Jason: 1, Stigma: 0 is a part-memoir, part-how-to guide that explores mental illness, stigma, and empathy through Jason's lived experience with both physical and mental health challenges.

[LISTEN TO JASON NOW](#)

TESTIMONIALS

Jason walks the walk. His powerful story captures the attention of the audience and even more importantly it touches their hearts. This is important because it motivates us to relate to him, to care about him, and ultimately to learn from him how we can play pivotal roles for teammates and loved ones that are struggling with mental health.

Wayne Burke

CEO

DNE Resources



I was privileged to hear Jason present. Two things impacted me: his eloquence and the impact of his message. The stigma associated with mental illness is still so prevalent, yet Jason was able to transcend that in a simple and effective way.

Victor Levee

Founder & President

LEVEE Future Planning

Jason is very pleasant to work with. He is flexible and able to adapt to our needs accordingly. He is also a gifted speaker and incredibly knowledgeable about the subject matter. Creating a stigma-free work environment for staff is so important, and Jason's experience and perspective were so valued by all.

Beverly Kravitz

Director, Human Resources

Integrated Health & Social Services

University Network for West-Central Montreal



Jason is a dynamic, engaging speaker; we were lucky to have him present on workplace mental illness for our Jim Pattison Group HR Conference. His keynote was very lively and energizing, and the material truly resonated with our delegates. His expert advice on this important topic included clear, actionable tips on how to implement these valuable strategies.

Anne Marie Malleau

Director, Human Resources

Great Wolf Lodge

SIGNATURE KEYNOTE

Jason: 1 | Stigma: 0



In this powerful flagship keynote, Jason Finucan shares the deeply personal story of his journey through mental illness, the stigma he faced, and how he ultimately turned pain into purpose.

With honesty, vulnerability, and expert insight, Jason helps audiences understand the realities of depression, bipolar disorder, mania, and suicidal ideation — not only from a clinical perspective, but through the lens of lived experience.

Key Takeaways

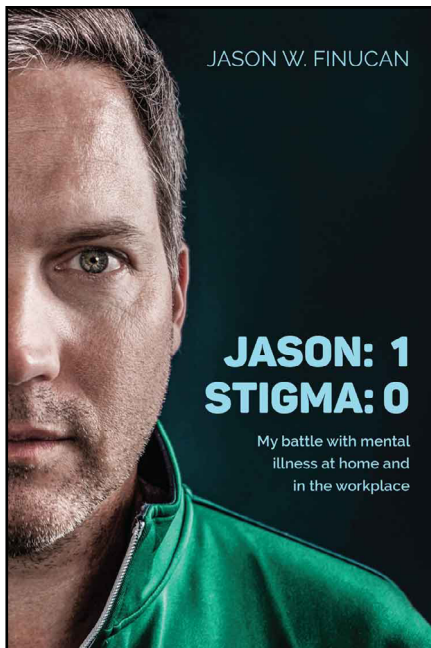
The difference between mental health and mental illness

- How stigma shows up — and how to dismantle it
- The impact of mental illness in the workplace
- Practical ways to support colleagues, friends, and loved ones
- Why empathy is the most powerful tool in suicide prevention

Perfect for:

This keynote is designed for all members of any organization — from executives and HR professionals to frontline employees and support staff. Whether you're addressing workplace mental health, morale, or turnover reduction, Jason's message resonates across industries and cultures.

BOOK OVERVIEW



While mental illness can be treated, stigma must be CURED.

Part memoir, part practical guide, this compelling book by mental health advocate Jason Finucan offers a deeply personal yet universally relatable perspective on living with — and fighting against — mental illness stigma.

Drawing from his own journey through illness and recovery, Jason explores the stark contrast between how society treats mental illness versus physical illness. Conditions like clinical depression and anxiety disorder are still met with misunderstanding and discrimination — unlike illnesses such as cancer, which are approached with compassion and support.

What Readers Will Discover:

- A fresh perspective on how we perceive and respond to illness in society today
- The essential role of empathy in breaking down stigma
- Actionable steps anyone can take to drive meaningful change
- A vision for a future where mental illness is met with the same dignity and care as any physical illness

Purpose & Mission

This book is more than a personal story — it's a call to action. Jason empowers readers to recognize stigma, challenge it, and become advocates for a more compassionate and equitable world.

[LISTEN TO JASON NOW](#)

WANT TO BOOK A SESSION WITH JASON?

Looking to bring Jason's message to your conference, workplace, school, or organization? We offer customized keynotes and mental health training experiences tailored to your audience.

You can also follow Jason on social media:



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