

# Meredith Gardner Offers Advice On The Ugly Truth About Personal Branding

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Meredith Gardner, Ph.D., owner and founder of the Strategic Edge, with website at [www.strategic-edge.com](http://www.strategic-edge.com), is offering advice on personal branding. Specifically, she aims to discuss the ugly truth about personal branding, aiming to explain to her clients how this can get very sticky. She explains to clients how to brand themselves by communicating their personal value and what they represent with consistency and clarity.

Gardner says: "I often advise clients on how to deal toxic personalities, especially those exhibited by the different types of bosses, such as the skeptic and the perfectionist, and how they actually push people away. Different people notice different things about toxic personalities, such as ambivalence, bluntness, rudeness, or paranoia. Either way, this stops them from driving through a clear direction, thereby also stopping progress." She has been providing advice and guidance to CIOs and IT executives as can be seen at [www.strategic-cio-solutions.com](http://www.strategic-cio-solutions.com).

Gardner explains that the personal branding process provides people the chance to learn more about themselves so that they can determine their specific skills, talents and strengths that make them unique. She points out that people should examine their values and passions so as to discover their purpose. These things serve as the foundation of their personal brand.

She says: "We all know how difficult it is to change our reputation, which is usually cast in cement. In general, I've found that people focus more on the negative than the positive, which isn't very fair. So, in trying to be nice, somebody might say someone is innovative and good with numbers, but watch out for the sarcasm."

Through her work Gardner aims to help her clients brand themselves. This empowers them to take control over the narrative, expressing their personal values and uniqueness in a consistent, easy to understand, and easy to remember way. Sometimes, this means making changes, which can be minor or major. But all changes are meaningful and enable people to regain control over their own brand.

Gardner ends: "I believe in following a number of key steps: understand and be your authentic self, step up to

stand out, and make your plan."

Meredith Gardner, Ph.D., is an animated international speaker, coach, trainer and author with a fun sense of humor who thinks 'outside the box'. She previously had her own radio program as well as being a guest on local and national radio/TV. More information about Gardner can be gleaned at [www.linkedin.com/in/meredithgardnerphd](http://www.linkedin.com/in/meredithgardnerphd).

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## **The Strategic Edge**

*The Strategic Edge is an Interpersonal Communication Company. Meredith Gardner, Ph.D., is a noted behavioral psychologist, author, speaker & media guest.*

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