

# **Meredith Gardner Emphasizes Importance Of Storytelling In Corporate Training As It Gives The Message Pizzazz**

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The Strategic Edge, <http://www.strategic-edge.com>, is a business in New York, NY, that focuses on providing in-house corporate training and executive coaching. Founder and owner Meredith Gardner, Ph.D., uses the art of storytelling in all of her training programs, from one to one coaching to corporate retreats. She hopes that the leaders she works with would be willing to share their own stories as an add on to their existent capabilities.

She says: "When I tell my stories in whatever context, I hope that people are encouraged to do the same with their staff. I am demonstrating this very important way of communicating. The question to ask is what exactly is a corporate storyteller. An explanation of corporate storytelling begins with understanding what storytelling is."

Storytelling is the way in which people naturally communicate. Consequently, stories are a powerful and an effective means of connecting people. Storytelling is essential for human life. Gardner adds: "People usually comment on my energy and vitality. Those qualities bring my stories to life and then, my listeners stay conscious and engaged. I don't think people zone out when I'm talking. However, just as I have colorful stories, I encourage others to share their own. This benefits overall internal communication and leadership skills." Her focus on internal communication is evident in her various training programs, including those offered to the IT industry, which can be gleaned at <http://www.strategic-cio-solutions.com>.

Meredith points out that storytelling has earned its place as the most important tradition that humans possess. The most important reason for this is that every story contains a lesson to instruct the audience. The tradition of storytelling facilitates the transfer of knowledge. Stories teach love, forgiveness, justness, and striving for more. Gardner adds: "Stories provide a reflection on our world and show what must be done to set things right. When people, including myself, share their stories, we are being vulnerable. We are not using our vulnerability for attention or affection. Being vulnerable is the key to story sharing."

Many understand that storytelling is the biggest business skill of the next five years. Meredith wants to remind people about a Native American proverb that says "Those who tell stories rule the world". That continues to be true today.

Meredith encourages those who wish to learn more about incorporating storytelling into their own business to contact her through LinkedIn at <http://linkedin.com/in/meredithgardnerphd>.

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For more information about The Strategic Edge, contact the company here:  
The Strategic Edge  
Meredith Gardner, Ph.D.  
212 769-9340  
[mgardner@strategic-edge.com](mailto:mgardner@strategic-edge.com)  
321 W 78th Street  
New York, New York  
10024-6525

## **The Strategic Edge**

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

*Services:*

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Website: <http://www.strategic-edge.com>

Email: [mgardner@strategic-edge.com](mailto:mgardner@strategic-edge.com)

Phone: 212 769-9340

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