

## Smarter Collaboration Insights

---

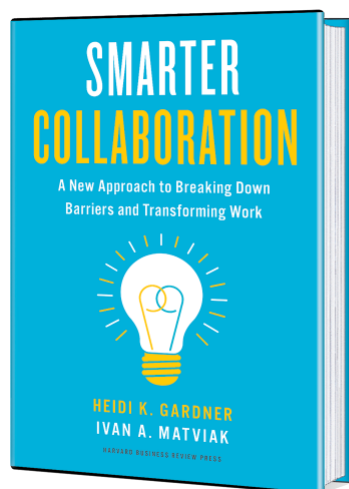
Sharing ideas to accelerate smarter collaboration

September 2022

### THOUGHT LEADERSHIP

#### **New Book Coming Your Way**

Craving more juicy data and guidance on smart collaboration? Pre-order a copy of *Smarter Collaboration: A New Approach to Breaking Down Barriers and Transforming Work* by Dr. Heidi Gardner and Ivan Matviak. It offers the latest research, case studies, and tips for implementing smart collaboration to achieve your top strategic goals – including higher revenue and profit, faster innovation, deeper client relationships, and better employee engagement and retention. But good intentions sometimes backfire, so we also help leaders troubleshoot thorny challenges like misaligned incentives, collaboration overload, and unintended consequences of DEI.



*Smarter Collaboration* launches on November 1, so pre-order today from online

retailers to get your copy on launch day. For bulk orders, please contact Lea Haggerty at [lea@gardnerandco.com](mailto:lea@gardnerandco.com). You helped make *Smart Collaboration* a Washington Post bestseller in 2017. Let's work together again to make *Smarter Collaboration* a bestseller and value-generator for you.

### **Performance Management Article in Latest HBR**

Did you get your latest Harvard Business Review magazine? If not, check it out - Dr. Heidi Gardner and Ivan Matviak teamed up to write "Performance Management Shouldn't Kill Collaboration," an article offering a practical solution to hold people accountable for collaborating on big strategic goals, while still making sure they deliver individual performance (the article [is also available online](#)). For more on this topic, chapter 6 of *Smarter Collaboration* - "Paying People to Collaborate?" – contains loads of relevant insights and actionable advice - another reason to pre-order the book!



### **New Podcast**

For more guidance on smarter collaboration, in a fun format, tune in to The Geek in Review podcast [Dr. Heidi Gardner recently recorded](#) with Greg Lambert and Marlene Gebauer. From their discussion you'll also get a flavor of *Smarter Collaboration* as well as hear Heidi's prediction for the future of smarter collaboration in different sectors. Here's a snippet:

*"I predict...that we're going to see a lot more collaboration at broader-scope levels. In other words, we're not just going to be seeing the winners focusing on collaboration between practice groups a, b, and c or between offices x, y, and z. What we're going to see is very*

*deliberate, hyper-intentional collaborations between perhaps unlikely parties..."*

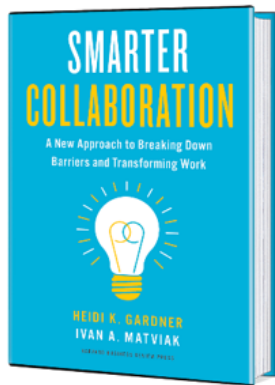


### **Articles on Collaboration Barriers**

Check out our recent LinkedIn article series on the top barriers to collaboration, including [time pressure](#), [competence trust](#), and [interpersonal trust](#). The articles include practical tips for overcoming these challenges to unlock all the benefits collaboration has to offer – including higher revenue and profit, faster innovation, deeper customer relationships, and better talent retention.

### **BOOK TOURS**

Are you interested in hosting a *Smarter Collaboration* book launch event to bring these crucial ideas to your community? An intelligent way to reconnect with clients, suppliers, and alumni/former employees, these events can also help re-engage employees at the office. Initial tours are being planned for Amsterdam (November 8-9), London (November 11-16), Mexico City (November 29-30), Dublin (February 2-3), Helsinki/Oslo/Stockholm (February 6-7), and Aarhus/Copenhagen (February 8-10). We are also setting up tours for Australia, Brazil, New York, San Francisco, and Washington D.C. in Q1 2023. Do any of these dates and locations work for you?



Co-authors Dr. Heidi Gardner and Ivan Matviak can be booked separately or together for book launch events with 100+ confirmed participants. Presenting *Smarter Collaboration* ideas in a highly interactive, engaging way, the authors will not only energize the audience but also provide practical take-aways. Options include a keynote, “fireside chat,” or “talk show,” and all formats are ideal for in-person or hybrid audiences. To tailor launch events, our publisher offers customized book jackets and other materials.

To book an event or for more information, email Lea Haggerty, [lea@gardnerandco.co](mailto:lea@gardnerandco.co).

## MASTER CLASSES - SIGN UP TODAY

Dr. Heidi Gardner invites you and your leadership team to join her for one of her on-campus programs at Harvard University, based on the latest ideas and approaches from *Smarter Collaboration*. These programs are:

- **Smarter Collaboration Master Class:** Advanced Practices to Transform Client Service and Engage Your Workforce - Boston, MA - December 6-8, 2022 ([register by October 7](#)).
- **Sector Leadership Master Class:** Practical Tools, Capabilities, and Perspectives to Successfully Champion a Collaborative Sector Strategy - Boston, MA - January 18-19, 2023 ([register by November 18](#)).

Both Master Classes are open to all professions (accounting, consulting, engineering, law, etc.) so that leaders can cross-pollinate their best ideas across sectors. Combined with Harvard’s world-class facilities, we bring together the latest case studies, research, and hands-on experience to deliver practical approaches for implementing smarter collaboration – and all its associated benefits.

## SMARTER COLLABORATION QUICK TIPS

## **Gardner & Co.'s Top 5 Ways to Collaborate Smarter through Zoom**

1. Invite only the people who need to be there.
2. Provide an agenda ahead of time so that participants know what to expect (especially critical for introverts and non-native speakers, among others).
3. Make sure everyone contributes (research on the collective intelligence [shows that groups perform higher](#) when participation is more equal).
4. Encourage people to use the chat function if they so prefer.
5. Schedule meetings for 25 or 50 minutes (rather than a half- or full hour) so that people have time to finish their notes or stick around for an informal chat.

## **STAY CONNECTED**

### **New Social Media Channels**

Many of you are connected with Dr. Heidi Gardner on [LinkedIn](#) and [Twitter](#), but now the larger Gardner & Co. group is on these platforms as well. Follow the company on [LinkedIn](#) and [Twitter](#) for extra news and insights on smart collaboration and our growing community of clients, partners, and accelerators.



### **Share the Newsletter**

Know someone as excited about smart collaboration as you are? Invite them to sign up for this monthly newsletter by [sharing this link](#).

### **Give Feedback**

What else can we do together? We're open to your ideas, both for this newsletter and other business collaborations. We sincerely value our continued relationship.

[Lea@gardnerandco.co](mailto:Lea@gardnerandco.co)

508-463-5848



---

This email was sent to <<Email Address>>

[why did I get this?](#) [unsubscribe from this list](#) [update subscription preferences](#)

Gardner & Co. · 1563 Massachusetts Avenue · Cambridge, MA 02138 · USA

Grow your business with  **mailchimp**