

Smarter Collaboration Insights

Sharing ideas to accelerate smarter collaboration

January 2023

FEATURED THOUGHT LEADERSHIP

See more thought leadership below.

HBR Article

In her latest Harvard Business Review (HBR) article, Dr. Heidi K. Gardner teams up with TBWA\Chiat\Day Chief Purpose Officer Denise Roberson [to present three ways workers](#) can leverage age diversity to unlock value. Here's the article summary from HBR:

"Generational disconnect is an ages-old problem. But for the first time ever, we now have five generations in the workforce. And the consequences of this disconnect are more severe in this post-Covid era: Company leaders are balancing the call for more purposeful work from their employees with ever-increasing performance demands to succeed in their markets. Based on their combined decades of academic and applied research as well as their hands-on experience inside and advising some of the world's most progressive companies, the authors present three approaches that help people not only see the value in age differences, but also use that diversity to boost employee retention and productivity, innovate more consistently, and deepen customer relationships."

3 Strategies to Bridge Generational Divides at Work

by Heidi K. Gardner and Denise Roberson

December 23, 2022



horstgerlach/Getty Images

Harvard Law School Webinar

In a webinar with Harvard Law School Executive Education about her new book *Smarter Collaboration: A New Approach to Breaking Down Barriers and Transforming Work*, Dr. Heidi K. Gardner [explains what smarter collaboration means](#) and how it builds on the ideas introduced in her Washington Post bestselling book, *Smart Collaboration: How Professionals and Their Firms Succeed by Breaking Down Silos* (2017).

A promotional slide for the book "Smarter Collaboration" by Heidi K. Gardner. The slide features the title "SMARTER COLLABORATION" in large blue letters, the subtitle "A New Approach to Breaking Down Barriers and Transforming Work", and the author's name "Dr. Heidi K. Gardner, Distinguished Fellow, Harvard Law School". Two book covers are shown: one for "SMART COLLABORATION" and one for "SMARTER COLLABORATION". The slide is part of a webinar, with two small video thumbnails on the right side.

SMARTER COLLABORATION BOOK UPDATE

***Smarter Collaboration* by the Numbers**

Check out these key stats about the new book from Dr. Heidi K. Gardner and Ivan Matviak:

- **42** Amazon five-star reviews (and counting - please add yours!)
- **27** live book launch events since *Smarter Collaboration's* release
- **4,585** people who have attended a *Smarter Collaboration* event
- **50** smarter collaborators highlighted in *Smarter Collaboration*

Book Reviews

Both [Midwest Book Review](#) and [Time](#) had good things to say about *Smarter Collaboration*.

Book Club

This month we are launching a digital book club kit for *Smarter Collaboration*. Perfect for workplaces, this resource will feature questions for each chapter to help people retain the key concepts and ideate—together—on how to apply them. If you're interested in receiving this kit once it's available, please email Christine Dunne at christine@gardnerandco.co.

THOUGHT LEADERSHIP - PODCASTS

Dr. Heidi K. Gardner and Ivan Matviak have been busy on the podcast circuit. Here are some highlights:

- **"How to Be Awesome at Your Job" Podcast:** Dr. Heidi K. Gardner [explores topics like](#) how to stop overcommitment and over-collaboration, how diversity makes for better collaboration, and how to overcome the barriers to collaboration.
- **"Next Big Idea Club" Book Bites:** The *Smarter Collaboration* coauthors [discuss five key insights from the new book](#).
- **"Legal Management Talk" Podcast:** Dr. Heidi K. Gardner [shares what qualities make a good leader](#) in the post-pandemic era, how collaboration can help managers work through many of the issues law firms face today, and how a compassionate approach toward your employees can boost productivity.
- **"Career Sessions, Career Lessons" Podcast:** Ivan Matviak [examines the transformative power of collaboration](#) in a

business context, his career journey, and important lessons you can implement in your company.

THOUGHT LEADERSHIP - ARTICLES

The ideas from *Smarter Collaboration* are also popping up in print:

- **The Enterprisers Project Article:** In an article targeted to CIOs and IT leaders, Ivan Matviak [shares and elaborates on five tips for leveraging smart collaboration](#) to strengthen one's IT infrastructure.
- **Investor's Business Daily Article:** Ivan Matviak and other business leaders [offer advice on how to keep your project team on course](#) after you've set a goal.
- **Business Express Article:** Dr. Heidi K. Gardner [discusses the financial outcomes](#) of smarter collaboration as well as specific examples of when they were achieved.

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Keep in Touch

Follow Gardner & Co. on [LinkedIn](#) and visit our [website](#) for extra news and insights on smarter collaboration and our growing community of clients, partners, and accelerators.

Share the Newsletter

Invite your fellow smarter collaboration supporters - whether business contacts, friends, or family - 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. Please send your thoughts to Christine Dunne at christine@gardnerandco.co.

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