

Smarter Collaboration Insights

Sharing ideas to accelerate smarter collaboration

April 2023

FEATURED THOUGHT LEADERSHIP

See more thought leadership below.

CNBC Articles on Collaboration, Ethical Leadership, and Giving Credit

In a recent piece on CNBC, Dr. Heidi K. Gardner [highlights the importance of collaboration skills](#) for career success. In another, she [explains the detrimental impact](#) of leaders conducting layoffs over email - a practice that could be avoided through smarter collaboration. In a third, she [discusses the toxic employee trait](#) of taking credit for others' ideas. Two of these articles stayed in the "top 5 trending articles" for multiple days.



How Smarter Collaboration Reduces Risk

While we typically can't control business risks, what we can control is how we handle them. In an article for Strategic Risk, Ivan Matviak [offers several tips for](#) lessening, anticipating, and addressing risk.

Opinion Ivan Matviak



SMARTER COLLABORATION BOOK UPDATE

Let's Connect for a Book Tour Event

Dr. Heidi K. Gardner is excited for upcoming legs of her *Smarter Collaboration* book tour: Will you be in any of these places at the noted times? If so, she'd love to connect about a possible book tour event.

- **Mexico City:** Week of May 1
- **Toronto:** Weeks of May 8 and 29
- **Barcelona:** Week of May 15
- **London:** Week of September 18
- **Philadelphia:** Week of October 2
- **Paris:** Week of October 23

Book Club Insights Rolling In

Harvard Business Publishing Corporate Learning's Jean Helstowski recently led a *Smarter Collaboration* book club event for clients, prospects, and HR leaders at the University of Southern California. One theme that struck a chord was the importance of psychological safety and trust in choosing whom to collaborate with and when. Another was how to revamp job descriptions (specifically in the entertainment industry) so they attract a more diverse pool of candidates who can contribute to better, more multifaceted outcomes.



If you're interested in organizing your own *Smarter Collaboration* book club, just email Christine at christine@gardnerandco.co for a complimentary book club kit. We'd love to hear how it goes!

CASE STUDIES

Many executives cite “industry-specific insights” as the most important way their vendors and advisors can add value. So, it’s no wonder there’s been a movement for companies—ranging from software to engineering to telecom firms—to develop a sector approach to client (or customer) service.

Check out Dr. Heidi K. Gardner's [newly published Harvard Law School case study](#), co-authored with legal consultant Dave Harvey, which takes a deep dive into one sector-focused client approach. They examine how a global law firm, Hogan Lovells, used sector-based expertise to support a client facing a crucial test: working with the UK government to produce vaccines in record time during the Covid-19 pandemic.

The case also explores the different facets of the firm's sector program, including how it segmented clients, developed a governance structure, and tracked and measured investments.



MORE THOUGHT LEADERSHIP

Smarter collaboration was a hot topic in March. Check out some the articles and podcasts exploring its different angles:

- [The Business of Giving Podcast](#): "Co-Author of Smarter Collaboration Provides a New Approach for Solving Tough Problems" articulates how smarter collaboration can help nonprofits overcome their ever-daunting challenges.
- [Reworked Article](#): "Mastering Asynchronous Collaboration in the Digital Workplace" shares insights and tips on remote and hybrid working.
- [PM World Journal Book Review](#): "*Smarter Collaboration* Book Review" looks at the book's structure, highlights, and strengths.
- [Gestion HEC Montréal Article](#): "Creating a Good Climate Within Teams" offers perspectives on how to maintain trust in hybrid work environments.
- [Forbes Article](#): "Is Your Strategy Working? Four Approaches To Improve Your Strategy" explores several innovative approaches to leadership, including smarter collaboration.
- [London School of Economics Article](#): "Book Launch - March 23 - Heidi K. Gardner" mentions the inspiration behind *Smarter Collaboration*.

STAY CONNECTED

Keep in Touch

Follow Gardner & Co. on [LinkedIn](#) and visit our [website](#) for extra news and insights on smarter collaboration.

Watch our Videos

Check out our new YouTube channel, which [features several videos](#) about the

fundamentals of smarter collaboration and top strategies to apply it.

Give Feedback

What else can we do together? For example, are you interested in a smarter collaboration diagnostic that reveals the top collaboration barriers and opportunities in your organization (we have [a new, user-friendly tool](#) for this purpose)? Please send your thoughts to Christine Dunne at christine@gardnerandco.co.

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