

Smarter Collaboration Insights

Sharing ideas to accelerate smarter collaboration

June 2023

FEATURED THOUGHT LEADERSHIP

New HBR: Discovering How ChatGPT Can Create Value for Your Company

Dr. Heidi K. Gardner's latest Harvard Business Review piece, a collaboration with Johnathan Cromwell, Jean-François Harvey, and Jennifer Haase, [provides a starting point](#) for best using ChatGPT to unlock value for customers. This approach involves: 1) understanding the core functions of the technology, and 2) *then* exploring how it can be used to solve problems across different domains.



Smarter Collaboration Webinar: Boosting DEI, Innovation, and Purpose

In an interactive session hosted by Women in Digital Switzerland, Dr. Heidi K. Gardner explored how women can use smarter collaboration to boost innovation, improve diversity and inclusion, and achieve a deeper sense of purpose at work. If you missed the talk, no worries! The full video recording is available [here](#).

WDS INNOVATION SERIES

Women in Digital Switzerland

VIRTUAL EVENT

**SMARTER COLLABORATION:
WE CAN ALL TAKE CONTROL AND ENHANCE COLLABORATION
IN THE WORKPLACE**



Dr.
Heidi K. Gardner
Harvard Law School
Distinguished Fellow and Co-
Founder Gardner & Co.



Moderated by
Vasu Briquez
International Senior Advisor
& Council Member, Gerson
Lehrman Group (GLG)

Tuesday, 9 May, 17:00-18:00 (CET)
Webinar registration at womenindigitalswitzerland.com

"Technically Legal" Podcast: How to Foster a Collaborative Culture

In this new episode of "Technically Legal," Dr. Heidi K. Gardner [breaks down why collaboration across different disciplines](#) and business units is important. She also offers ideas for how to collaborate smarter, as well as behaviors to avoid.



How Collaboration Can Connect Relationships to Revenue

As the global economy and nature of work continue to change swiftly, we believe that no leader can afford to overlook the importance of collaboration. In an interview with The Workback, Dr. Heidi K. Gardner [unpacks this idea](#).

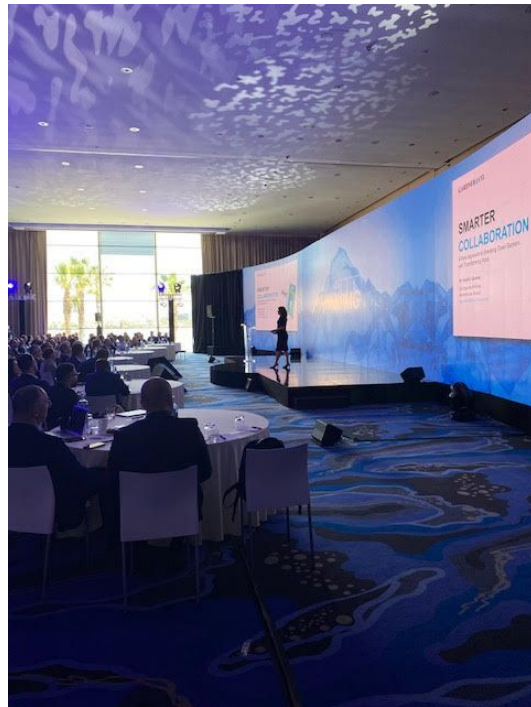
Organizations ✨ that engage
in → smarter collaboration
✓ See higher profitability
✓ Perform better
✓ Innovate faster
✓ Have higher revenue
✓ Attract and retain talent
✓ Lower enterprise risk

BOOK NEWS

50th Book Event

While in Barcelona in May, Dr. Heidi K. Gardner celebrated her 50th in-person event since the launch of *Smarter Collaboration: A New Approach to Breaking Down Barriers and Transforming Work*. Her book tours have taken her to 13 countries so far.

Dr. Gardner's 50th Book Event, in Barcelona



Successful Canadian Book Launch Event

In Toronto, Dr. Heidi K. Gardner had a fun and fruitful session with Borden Ladner Gervais (BLG) clients and lawyers about *Smarter Collaboration*. Enriched by real-world perspectives from the panelists, participants discussed

how companies across industries can thrive in our increasingly fast-paced and rapidly-evolving business environment.

Toronto Book Launch Session, Hosted by BLG



Highlights from Prague Engagement

Dr. Heidi K. Gardner also made it to Prague for various *Smarter Collaboration* events, along with Gardner & Co. Insights Director Csilla Ilkei. The two women often travel together to conduct in-depth consulting engagements, including workshops, leadership coaching (frequently using our Smarter Collaboration Accelerator psychometric tool), and strategy planning.

Prague Smarter Collaboration Event



Upcoming Book Tours

We are starting to plan book tours for New York City (week of October 16) and London/Paris (week of October 30). Interested in setting something up? Please email Christine at christine@gardnerandco.co.

Writing a Book: Advice from Ivan Matviak

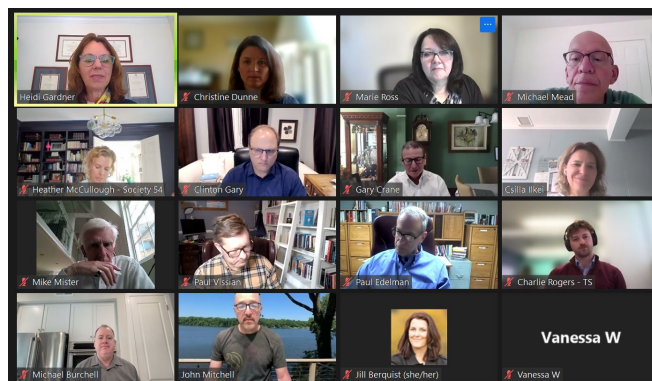
Smarter Collaboration coauthor Ivan Matviak was recently featured in Wharton Magazine for his tips and experience co-writing a book. Here's an excerpt:

"Among the challenges that came up, Matviak and Gardner tried different ways of writing to find their groove. 'We initially started writing it together,' said Matviak. 'And then we debated whether that was the most efficient way of doing it. So, we took a different approach, which was divide and conquer.' That method, he said, didn't work for the couple: 'We found that when we wrote in real-time together, the ideas would spark off each other.'"

SMART COLLABORATION ACCELERATOR

Masterclass Recap

In May, we held two masterclasses for our Smart Collaboration Accelerator accredited partners (APs) to get up to speed on new use cases for the psychometric tool and ask questions. One AP shared how he incorporates it into his client engagements in conjunction with a smarter collaboration diagnostic (using the new [Smarter Collaboration Diagnostic Toolkit](#)), to identify the specific collaboration problems that are in need of solving. We will be holding our next set of masterclasses in December - stay tuned!



HYBRID WORKING

Collaboration Strategies

We know many of you continue to grapple with questions around hybrid working, including how to best collaborate with people in different locations. We are deepening our research on this topic (please let us know if your company has any proven strategies or insights - we'd love to join forces), and increasingly advising clients on solid, data-backed practices.

For some immediate guidance, check out Dr. Heidi K. Gardner's recently published Harvard Business Review piece, "Is Your Hybrid Team Losing Steam?" Based on a study conducted with Google executive Abigail Posner, Dr. Gardner [outlines three approaches](#) for energizing hybrid teams and igniting smarter collaboration. The right path depends on the specific problem your

geographically dispersed team is facing, whether that is a lack of energy, disparate energy, or energy that doesn't leverage everyone's strengths.

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 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? Please send your thoughts to Christine at christine@gardnerandco.co.

Gardner & Co.

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