

## Smarter Collaboration Insights

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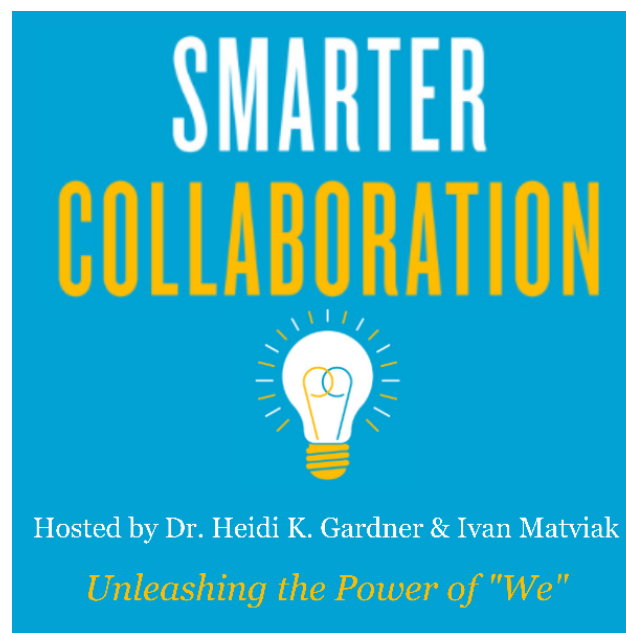
Sharing ideas to accelerate smarter collaboration

December 2023

### THOUGHT LEADERSHIP

#### **New Podcast: A Whole New Way to Engage with Smarter Collaboration**

We are thrilled to announce that our new podcast series, Smarter Collaboration, has officially launched! In our first five episodes, we look at wildly different manifestations of smarter collaboration – from a Hall of Fame songwriter to a university president talking about handling crises (no, not *that* crisis). Hosted by Dr. Heidi K. Gardner and Ivan Matviak, the podcast uses real-world examples to better understand what smarter collaboration looks like - and how it can go wrong.



We expect to release two new episodes each month; you can keep up by following the podcast [here](#). Please send any ideas for high-profile guests and collaborations to Christine at [christine@gardnerandco.co](mailto:christine@gardnerandco.co).

### **Episode 1: Kent Blazy and Leslie Satcher**

In our kickoff episode, we [ask Nashville Hall of Fame songwriter Kent Blazy](#) and his co-writer Leslie Satcher about the secret sauce in their collaborations - as well as projects with superstars like Garth Brooks and Reba McEntire. Hear how they push through hard times and create “magic.” Kent’s memory doesn’t hurt: “You’re almost collaborating with a former iteration of yourself,” Heidi observes.

### **Episode 2: Danielle Linden and Adam Pleiman**

What happens when you [take a national hair care franchise](#) and meld it with a team of musicians, producers, expert sound designers, audio engineers, and marketers with ASMR expertise? You get an immersive, cutting-edge (get it??) ad that’s on point with the ASMR trend and its calming and relaxing effects. The result? Brand awareness boosted by 15%.

### **Episode 3: Philippe Bouissou and John Orcutt**

Straight from Silicon Valley, Dr. Philippe Bouissou (former right hand to Steve Jobs) and John Orcutt [bring their decades of collaboration-related insights](#) based on leading and investing in tech companies. Showing that smarter collaboration often sparks some conflict, Dr. Gardner takes on the idea that only former CEOs deserve board seats.

### **Episode 4: James Burstall and Joe Weinstock**

Hear how big-city perspectives [have linked up with Middle America](#) – to address gaps in the television and film market. According to Joe Weinstock, “I think the buyers are on the coasts and they watch certain things. I moved back to Oklahoma and I feel I have my own focus group of friends and family that are reminding me of what I should be developing.”

### **Episode 5: Scott Green**

University of Idaho President Scott Green [speaks about his just launched book](#), *University President’s Crisis Handbook*. You’ll be amazed how smarter collaboration helped the university address three major obstacles: financial deficits, the COVID-19 pandemic, and a heinous crime against four students.

## **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](mailto:christine@gardnerandco.co).

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