

Smarter Collaboration Insights

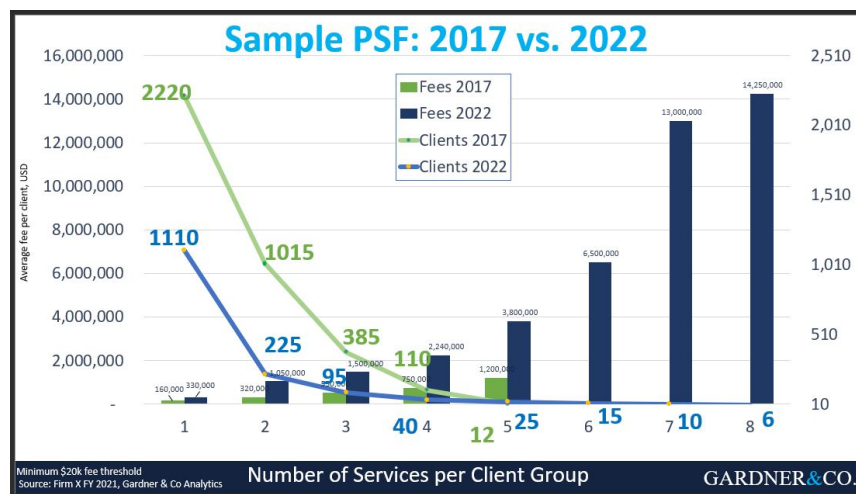
Sharing ideas to accelerate smarter collaboration

January 2024

CASE STUDY

Smarter Collaboration Massively Boosts Revenues

Look at what one firm accomplished by focusing on smarter collaboration for five years: a huge shift toward higher-value, multi-practice client service (and commensurate revenue gains).



How? By:

- **Conducting a smarter collaboration diagnostic** to pinpoint the barriers and highest-priority solutions
- **Gamifying the approach to client service** to motivate partners to include colleagues across practice groups in their client pitching and delivery
- **Revamping their key client program** to focus partner efforts on the highest potential (not necessarily largest) clients
- **Training partners and client services teams** to become significantly better leaders, more concentrated on strategic work, collaboration, and

motivating others to do the same

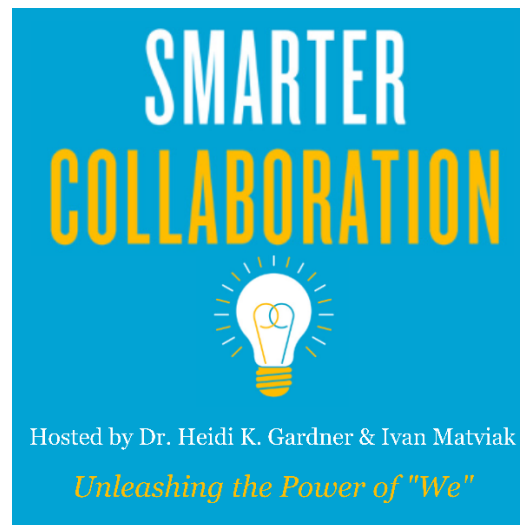
- **Having Dr. Heidi K. Gardner advise the executive team** as they planned and carried out these changes

By focusing partners on lucrative, complex work they increased service to their biggest clients from five to eight practice groups – and cut the tail off the smallest, least profitable mono-line clients by 50%. As their reputation grew as a go-to firm for sophisticated work, they outpaced the market for both revenue and profit growth.

THOUGHT LEADERSHIP

New Smarter Collaboration Podcast

Have you tuned in to our new podcast, Smarter Collaboration? Hosted by Dr. Heidi K. Gardner and Ivan Matviak, the series uses real-world examples to better understand what smarter collaboration looks like - and how it can go wrong. Subscribe [here](#), and let us know what you think!



Our first six episodes cover lots of ground:

- **Winemaking:** Massican Winery founder and vintner Dan Petroski [describes an important benefit](#) of his collaboration with E. & J. Gallo Winery: more time.
- **Country music songwriting:** Nashville Hall of Fame songwriter Kent Blazy and his co-writer Leslie Satcher [share the secret sauce](#) in collaborations with superstars like Garth Brooks and Reba McEntire.
- **Advertising:** Hear 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.

- **Technology:** 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.
- **Filmmaking:** Find out how big-city perspectives [have linked up with Middle America](#) – to address gaps in the television and film market.
- **Higher education:** University of Idaho President Scott Green [reveals how he and his team](#) handled three major emergencies using smarter collaboration, as he also documents in his new book.

NEW YEAR, NEW OPPORTUNITIES

Better Performance Management

This quarter most companies focus on the performance appraisal. It's time to rethink how the system supports - or undermines! - smarter collaboration. Check out Dr. Heidi K. Gardner and Ivan Matviak's Harvard Business Review article "[Performance Management Shouldn't Kill Collaboration](#)." Their four-part scorecard holds people accountable for collaborating on big strategic goals, while still making sure they deliver individual performance.



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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.

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