

Smarter Collaboration Insights

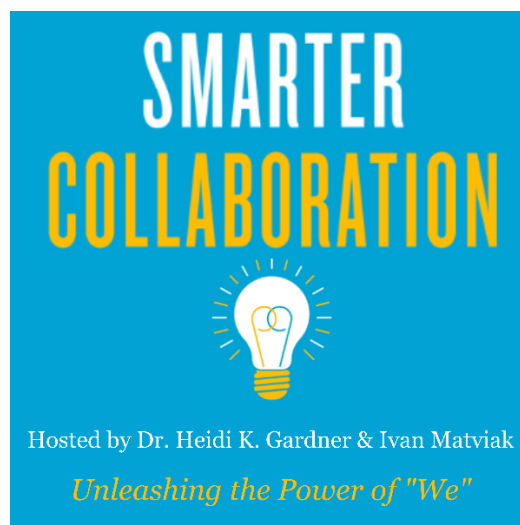
Sharing ideas to accelerate smarter collaboration

February 2024

THOUGHT LEADERSHIP

New Smarter Collaboration Podcast Episodes

Check out smarter collaboration in the retail eyewear industry (LensCrafters) and the nonprofit branding space (the Metropolitan Museum of Art and United Way), where our guests applied cross-silo collaboration to achieve (respectively) a revolutionary and booming eyewear business, and stronger, more equitable communities.



Here are some more details:

- **LensCrafters founder Dean Butler** [unpacks the collaborations behind “glasses in about an hour,”](#) a service that upended the eyewear industry globally. What struck us most about the groundbreaking approach is the diverse minds that went into making it happen: everyone from a “soap guy” (Butler, a Procter & Gamble alum), to a retail shoe conglomerate (that bought, financed, and provided personnel support and expansion

opportunities to LensCrafters), to a variety of suppliers that traditionally hadn't worked with retail outlets. It's no wonder that Butler's collaboration savvy later played out in Rwanda, where all its people received the eyewear they needed.

- When **brand strategist Cynthia Round** was hired to help make the Metropolitan Museum of Art more open and accessible, she knew she [needed buy-in and collaboration](#) across colleagues and the public. "We needed collaboration across the entire organization, even the security guard at the entrance, to create an open welcoming experience from the get-go," she told us. Engaging with consumers and other diverse stakeholders have served her well at the Met, United Way, P&G, and throughout her career. In this episode, Cynthia shares polished wisdom on putting collaboration at the heart of branding.

Subscribe to the Smarter Collaboration podcast [here](#), and let us know what you think. We are also seeking exciting and groundbreaking collaborations to feature - please email your ideas to Christine at christine@gardnerandco.co,

Wharton Magazine Article on GenAI

There's lots to like about generative AI: reduced drudge work, accelerated ability to handle more complex and stimulating tasks, and working at the cutting edge of a technology revolution. But risks also loom. Without deliberate strategies, GenAI could stunt employee and company growth as well as smarter collaboration. Fortunately, there are straightforward steps leaders can take to mitigate this possibility and see their organizations thrive. Check out [the new article by Ivan Matviak](#).



EVENTS

Clifford Chance Amsterdam

In a recent smarter collaboration session with Clifford Chance Amsterdam, the

firm's lawyers, clients, and several thought leaders came together to holistically problem solve today's thorny issues. We also equipped participants with smarter collaboration research and tips to go back to their offices and do the same. It's so rewarding to see these ideas put into practice; we can't wait to see how Clifford Chance and their clients run with them.




Institute for Well-Being in Law (IWIL) Well-Being Conference

Dr. Heidi K. Gardner and Csilla Ilkei recently spoke at the Institute for Well-Being in Law (IWIL) Well-Being Conference, exploring the science of how smarter collaboration mitigates the negative health effects of today's workplace demands. For excerpts from the session, check out our [Gardner & Co. YouTube channel](#). They dug into topics like collaboration's link to cognitive health, collaboration and feelings of belonging, and reenergizing hybrid teams.

Tip 3: Facilitate Personal Within-Team Interactions

- Provide (or ask for) a travel budget
- Celebrate wins together
- Respect different behavioral preferences



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Smarter Collaboration Pilots: Pivoting to Actions and Results

Getting people excited about smarter collaboration is one thing—implementing it for the long haul is another. Our 20-plus years working with high-caliber professional services organizations has surfaced and reinforced a proven solution: smarter collaboration pilot programs.

Pilots are small-scale, short-term experiments. They test customized approaches for super-charging smarter collaboration in specific teams, before performing a broader rollout in the organization. Pilots capture quantifiable progress in a low-risk environment, helping to develop the proof-of-concept for the institutional deployment of smarter collaboration.

In our new white paper, [*Smarter Collaboration Pilots: Pivoting to Actions and Results*](#), we discuss:

- The rationale
- Use cases
- Execution
- Example outcomes

We'd appreciate hearing if the white paper sparks any ideas for you.

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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 [includes 30-plus videos](#) about smarter collaboration - including how to put it into practice.

Give Feedback

What else can we do together? Please send your thoughts to Christine at christine@gardnerandco.co.

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