

Smarter Collaboration Insights

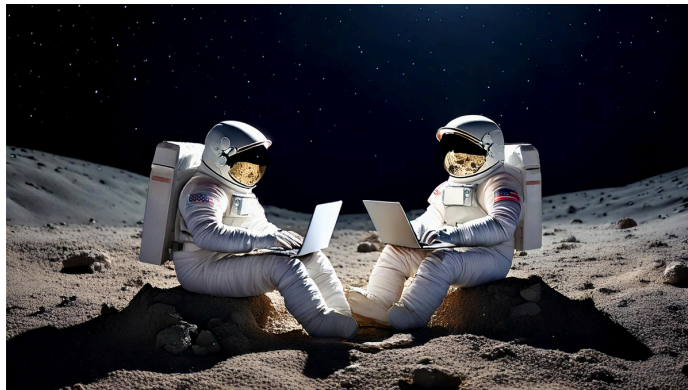
Sharing ideas to accelerate smarter collaboration

November 2024

FEATURED THOUGHT LEADERSHIP

New HBR: Why Offsites Work – and How to Make the Most Them

Leaders are in a bind. Remote and hybrid work makes it harder for employees to form the meaningful, trust-based connections that fuel collaboration. In contrast to ill-received RTO mandates, our decade of research offers a more compelling alternative: corporate offsites.



Done right, offsites aren't just a tradition – they're a strategic tool. Our just-released HBR piece with Madeline Kneeland and Adam Kleinbaum (based on their article in Strategic Management Journal) provides the first empirical evidence of offsites' impact on boosting work-related collaboration.

Offsite attendees experienced a 24% increase in collaborative work requests, driving real revenue. And here's the shocker: even non-attendees benefited, with new collaborative ties forming across the organization.

What's the ROI, you ask? Each offsite we studied generated over \$180,000 of new revenue in just two months – and that's only the beginning.

For leaders planning their next big event, we've got you covered with practical advice on:

- Tailoring sessions based on pre-event data
- Setting clear objectives for new hires
- Guiding employees to prepare for effective networking
- Tracking outcomes to demonstrate the real value of these gatherings

It's time to rethink how we drive collaboration in the hybrid era, and corporate offsites might just be the missing piece.

Read more in the [Harvard Business Review](#).

New Book Chapter: In a VUCA World, Clients Want Smarter Collaboration

November marks the release of an exciting new book, *What Clients Want from Law Firms*, featuring a chapter coauthored by Dr. Heidi K. Gardner and Csilla Ilkei. Titled "*Matter Management – Collaborative Working*," their chapter provides valuable insights into how external counsel can effectively address the evolving demands of general counsels (GCs) and legal leaders navigating today's volatile, uncertain, complex, and ambiguous (VUCA) world. In short, the winning approach is smarter collaboration.



Dr. Gardner and Ilkei explore *why* smarter collaboration has become so vital for legal advisors, including increasing demand for them to “move up the value

chain” within their organizations. And they offer concrete strategies for *how* they can shift from reactive problem-solvers to proactive, trusted thought partners who anticipate challenges and help clients "see around corners."

To pre-order the book (which launches November 30), click [here](#).

CEO Study on Purpose-Driven Collaboration, Leadership Now Available

Achieving purpose-driven goals requires smarter collaboration – bringing diverse expertise together, fostering trust, and aligning stakeholders. Whether bridging health gaps in Ghana or driving carbon neutrality at Arcelik, smarter collaboration empowers people to innovate, engage, and solve problems.

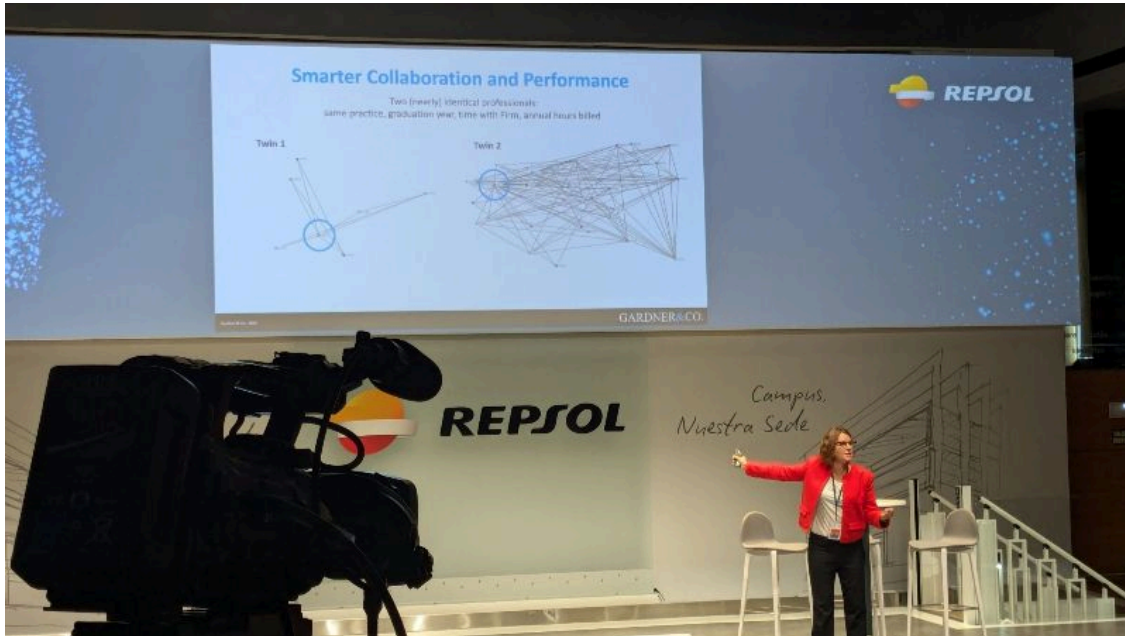
To understand how to put purpose-led smarter collaboration into practice and tackle big-picture problems more broadly, [download the full CEO Leaders on Purpose CEO Study 2024](#) – released just this week. The insights build on interviews with 14 CEOs of Fortune 500 and similar multinational companies that are delivering significant results.



EVENT RECAPS

Repsol Innovation Event

On October 23, Dr. Heidi K. Gardner joined a range of high-profile speakers (such as José Luis Martínez-Almeida Navasqués, the current mayor of Madrid) at Repsol's "Innovative Legal Minds" event in Madrid, Spain. With many hundreds of participants, Dr. Gardner explored the value of smarter collaboration in the digital age (including faster innovation), and how to make it happen. Her advice focused on building the quality of one's network, getting a seat at the strategy table (and making the most of it), and cultivating a feedback culture.



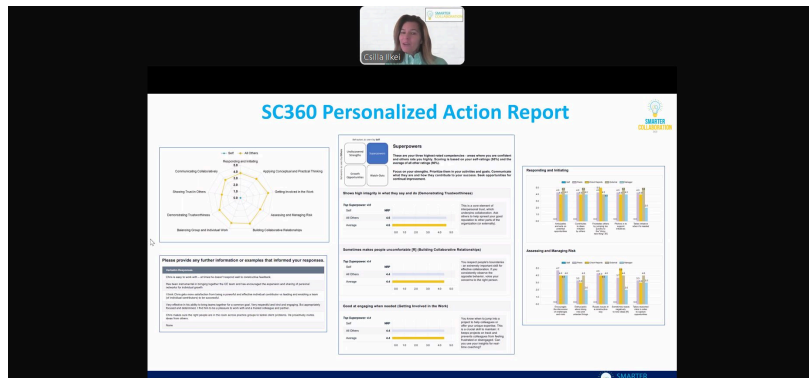
Introhive London Keynote

Dr. Heidi K. Gardner and Ivan Matviak delivered the keynote at Introhive's recent client event in London. They showed attendees just how powerful collaboration can be – reminding them that when teams come together strategically, the possibilities for growth and loyalty are endless. To watch their keynote, click [here](#).



The New Smarter Collaboration 360 Has Launched

We were delighted to host so many of you at the virtual launch of our new Smarter Collaboration 360 development tool. The buzz around its unique features and potential to transform collaboration has been incredible. Beta users describe it as “eye opening” and a “game changer.”



If you couldn't make the launch event, watch the video on the Gardner & Co. website. Just click [here](#) and scroll down a bit.

Ready to do more? Here are a few options:

- **Get certified:** Secure your spot for our December 12 certification session at 9:30 a.m. EST by registering [here](#). The session begins with an optional half-hour introduction, designed for those new to incorporating 360 tools into their coaching or L&D practices. The certification itself takes place from 10 to 11, followed by an optional open discussion during the final half-hour.
- **Try it out:** Introduce the SC360 to a core group of leaders in your organization.
- **Get tailored guidance:** Schedule a meeting with our team to explore how the SC360 can help achieve your goals (info@gardnerandco.co).
- **Ask us more:** Reach out for a sample report, to discuss tailoring a program, or with any questions – we're here to help (info@gardnerandco.co).

We're excited to share this breakthrough tool with you and look forward to staying connected as we continue to innovate with the SC360.

BY THE NUMBERS

Smarter Collaboration Reach

Here are some of the audiences that benefitted from smarter collaboration workshops and events in the last month:

- 50+ Hi-Po women leaders from a global consumer goods company
- 61 CEOs in the insurance industry, who came to Boston from 35 countries for this workshop
- Masterclass participants focused on collaborative client development
- A board in Amsterdam (that's all we're allowed to say!)
- 30+ emerging leaders in a US-based law firm
- 25 key account leaders in a European professional firm during a two-day London session
- The operating board, senior leadership team, and several dozen next-gen leaders of a multinational consulting firm
- Hundreds of partners in a global accounting firm during their retreat in Vienna
- Business leaders in Madrid during Repsol's Innovative Legal Minds event

We are excited to continue our work with many of these organizations, embedding our scalable tools to help leaders sustain the momentum. If you'd like to learn more about how we can work with your leaders to boost collaborative performance, let us know (info@gardnerandco.co).

OPPORTUNITIES TO MEET

Catch Up with Dr. Heidi K. Gardner

Ready to book a client roundtable, an executive workshop, or a major offsite? Here are two upcoming trips for Dr. Heidi K. Gardner, in case you'd like to schedule time with her.

- Copenhagen: March 11-13, 2025
- Australia (Melbourne & Sydney): March 23 - April 10, 2025

STAY CONNECTED

Keep in Touch

Follow Gardner & Co. on [LinkedIn](#) and [YouTube](#), and visit our [website](#) for extra

news and insights on smarter collaboration.

Give Feedback

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

Gardner & Co.

christine@gardnerandco.co



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