



SMARTER COLLABORATION

INSIGHTS

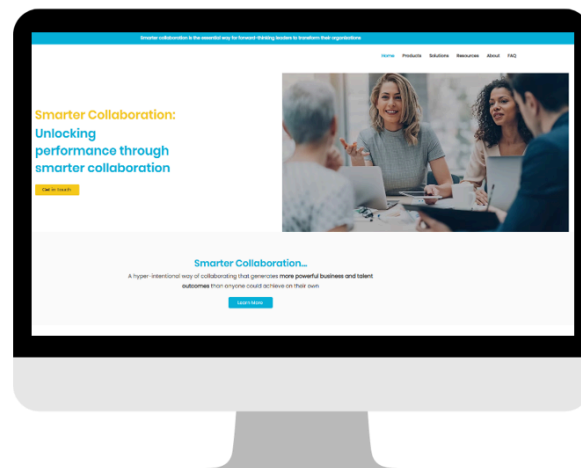
Sharing ideas to accelerate smarter collaboration

March 2025

NEW SMARTER COLLABORATION RESOURCES

Discover Our New Hub for Smarter Collaboration Tools and Insights

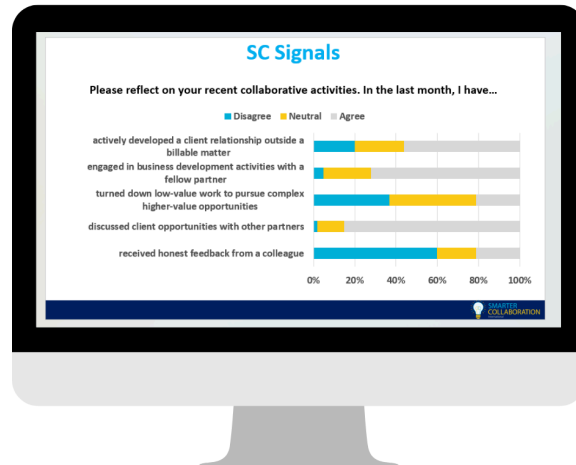
Introducing SmarterCollaboration.com – your go-to resource for unlocking the performance-boosting benefits of smarter collaboration. The site offers tools to enhance key account sales, drive collaborative leadership results, improve lateral/senior hire success, optimize team effectiveness, and foster a culture of collaboration. You'll also find insights on the science and impact of smarter collaboration, along with thought leadership, case studies, and a sneak peak at some of our top clients across industries.



SC Signals: Real-Time Insights Driving Lasting Change

Smarter Collaboration Signals (SC Signals) is helping multiple firms track collaboration in real time, measure its impact, and make data-driven

adjustments. In one firm, the tool has revealed areas where collaboration is flourishing and where it's falling short, while also highlighting the positive influence of leadership communications. These insights have allowed the firm to course correct, drive lasting change, and keep collaboration at the heart of their culture. [Read more on LinkedIn.](#)



UPCOMING EVENTS

Smarter Collaboration Certification: Elevate Your Skills and Stand Out

Join us for our Smarter Collaboration Certification Event on May 8, 2025, from 8:00-9:30 AM EDT. This online event is perfect for leadership coaches, L&D professionals, BD leaders, and anyone helping others become smarter collaborators. By attending, you'll get certified in our SC Profile psychometric and SC360 development tools, learn about our new facilitator guides and kits (designed to help you lead engaging team sessions), and earn the title of Smarter Collaboration Certified Practitioner.

Here are the details:

- **Date:** May 8, 2025 | Time: 8:00-9:30 AM EDT
- **To register:** click [here](#)
- **Learn more about the tools:** www.smartercollaboration.com
- **Questions? Contact Lee at:** lee@gardnerandco.co

If this time doesn't work for you, no worries – we'll be offering more sessions to accommodate different time zones and certifications for other smarter collaboration tools.

FEATURED THOUGHT LEADERSHIP

New Article: Canceling Your Firm's Retreat? Think Twice.

We're excited to share groundbreaking research recently published by Heidi K. Gardner, Madeline K. Kneeland (Babson University), and Adam M. Kleinbaum (Dartmouth) that highlights the powerful impact of strategic firm offsites on smarter collaboration and revenue growth. The study, based on eight years of data from over 750 partners at a global professional firm, reveals that offsites lead to a remarkable 24% increase in collaboration and over \$180,000 in new revenue within the first two months. [Read the full article here.](#)

SELECTED EVENT HIGHLIGHTS

A Rewarding Week in Copenhagen

Our team recently engaged with 300 senior leaders across 15-plus industries during seven smarter collaboration events in Copenhagen. Highlights included smarter collaboration workshops for PSF leaders and Novo Nordisk, a session for HR executives grounded in our new tech-based tools, and skill-building masterclasses for different cohorts in a leading firm. We also introduced the Smarter Collaboration Networks tool to a group of senior leaders, sparking valuable insights to enhance collaboration.

Harnessing Smarter Collaboration for Public Sector Success

Dr. Heidi K. Gardner recently led an executive education session at Harvard Business School's Secretary's Leadership Seminar with 50 bold, committed leaders from the U.S. Department of Commerce. Together, they tackled strategies for effective government leadership, including reframing accomplishments as strengths that support colleagues and building trust through strong professional networks. Public service isn't for the faint of heart – but if this group is any indication, future leaders at this agency are dedicated and capable. For more on some of the “ah-ha” points, [click here.](#)



Smarter Collaboration Strategies for General Counsel

In a lively Global Leaders in Law session, Dr. Heidi K. Gardner guided general counsel through practical strategies to tackle tough challenges and take their legal careers to the next level using smarter collaboration. Drawing on insights from *Smarter Collaboration: A New Approach for Breaking Down Barriers and Transforming Work* and participants' Smarter Collaboration Profile results, people left with tailored road maps to drive their professional growth.

MORE THOUGHT LEADERSHIP

Embracing Uncertainty: Starting Meaningful Client Conversations

Corporate leaders want advisors who are ready to brainstorm solutions, even when the future is uncertain. But for many partners in professional service firms, the thought of reaching out to clients without all the answers feels uncomfortable. This disconnect can cause missed opportunities. Dr. Heidi K. Gardner's [recent LinkedIn post](#) dives into how to bridge this gap by embracing uncertainty and having meaningful, solution-focused conversations with clients.

Smarter Collaboration Across Cultures: Igniting Global Success

As firms move toward more global structures, the need for cross-border collaboration is stronger than ever. But the way it plays out can vary by region. In places like North America and the UK, collaboration is a key driver of growth. In Japan and East Asia, it's more structured, while Northern Europe tends to favor direct, open communication. In Latin America and Africa, collaboration is increasingly being used to drive innovation, though traditional hierarchies can still pose challenges. [Read more on LinkedIn.](#)

RESEARCH

Senior Hire Integration Poll

How is lateral/senior hire integration working in your organization? Please take the poll below, and we'll share the results in next month's newsletter.

In your organization, how long do senior/lateral hires have to “prove themselves” (before they and others begin questioning whether it was the right move)?

[3 months](#)

[6 months](#)

[1 year](#)

[1.5 years](#)

[2+ years](#)

TEAM MEMBER SPOTLIGHT

Get to Know Andrew von Nordenflycht, Our PSF Strategy Partner

This month, we'd like to highlight a frequent Gardner & Co. collaborator, Dr. Andrew von Nordenflycht. He is an associate professor of strategy at the Beedie School of Business at Simon Fraser University in Vancouver, where he teaches courses in strategy, economics, and organizational consulting to executive MBA students.



Dr. von Nordenflycht holds a BA from Stanford University and a PhD from the MIT Sloan School of Management. His research focuses on the challenges of governing and managing professional services firms, and he has consulted with firms across various sectors, including engineering, consulting, investment advisory, advertising, law, software development, and education. In his work, he facilitates strategic planning sessions and has led the creation of strategic plans for several organizations.

At Gardner & Co., we partner with Dr. von Nordenflycht to help professional services firms embed collaboration across their various silos, to address complex challenges and drive long-term success.

OPPORTUNITIES TO MEET

Catch Up with Dr. Heidi K. Gardner and Ivan Matviak

Ready to book a client roundtable, an executive workshop, or a major offsite? Here are upcoming trips for Dr. Heidi K. Gardner and Ivan Matviak, in case you'd like to schedule time with either or both of them.

- Melbourne & Sydney: March 23 - April 10
- Quebec: April 23
- Tokyo & Osaka: May 19 - 30
- Vienna: June 5
- Shanghai: June 23

STAY CONNECTED

Keep in Touch

Follow Gardner & Co. on [LinkedIn](#) and [YouTube](#), and visit our websites ([here](#) and [here](#)) for extra news and insights on smarter collaboration.

Give Feedback

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

Gardner & Co.

contact@gardnerandco.co

