

## Smarter Collaboration Insights

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Sharing ideas to accelerate smarter collaboration

August 2024

### FEATURED THOUGHT LEADERSHIP

#### **Wharton Magazine: Building a Sector-Based Client Approach**

When was the last time you proactively approached clients with industry-related news or insights? Or simply discussed industry matters with a colleague?

When we ask partners the second question, fewer than half do so each day or week (and this is in top-tier firms!).

That's a huge missed opportunity. Because when you assemble comprehensive, industry-focused insights from across your organization – through effective cross-silo collaboration – you position yourself as a valuable thought partner to clients (or customers), not a mere vendor.

In a [new Wharton Magazine article](#), Ivan Matviak shares several ideas for building a clear sector-based engagement strategy. His advice is focused on fintech companies, but is highly applicable to other sectors, too.

**WHARTON**  
MAGAZINE

#### **Do You Measure Up? Equipping Leaders to Promote Smart Collaboration**

Continual improvement and feedback are vital in professionals becoming smarter collaborators – and achieving all the related performance benefits. Embracing 360 feedback as a developmental tool, rather than a performance

metric, gives them actionable insights without the pressure and politics of bonus determinations.

Using a well-structured, research-backed 360 tool helps people identify and leverage their strengths while addressing areas for growth. More specifically, recognizing “undiscovered strengths,” superpowers, and gaps in competency gives people a strong basis for refining their collaborative skills.

When they also set specific, actionable goals and engage in regular reflection and peer accountability, they are much better equipped to navigate the complexities of modern collaboration and reap the powerful outcomes.

To read the full article in Modern Lawyer, click [here](#).



For our list of top 360 disasters (i.e., mistakes leaders make when using a 360 tool), see [Ivan's Matviak's recent LinkedIn post](#).

## **UPCOMING EVENTS & OPPORTUNITIES TO MEET**

### **Dr. Heidi K. Gardner in New York City for GC Summit**

On September 5, Dr. Heidi K. Gardner will moderate a panel of elite leaders at the Economist Impact's General Counsel Summit US in New York City. In the session, “Breaking Down Silos: Collaboration Strategies for Success,” they will explore:

- How in-house teams can make the most of tight budgets while delivering excellent performance
- How GCs can deliver strategic value across their larger company

Will you be there? Let us know!

**ECONOMIST IMPACT**

Sept 5, 2:35pm

**Panel. Breaking down silos: collaboration strategies for success**



**Heidi K. Gardner**  
Harvard Law School

**Derek Windham**  
Tesla

**Zac Katz**  
Grindr

**Sara Morgan**  
Axiom

**3rd annual General Counsel Summit US**  
September 5th 2024 | New York

## First Friday with a Thought Leader Online Event

Join us for Corentus, Inc.'s next First Friday with a Thought Leader event on September 6, starting at 12 noon Eastern Daylight Time.

This 45-minute interactive Zoom session will feature Dr. Heidi K. Gardner, who will share how collaborative leaders minimize over-commitment in their teams. She'll explore:

- What brilliant looks like
- Why people are over-committed
- How to solve for it

There will be a Q&A during the second half of the session. To RSVP, [join the Corentus Community of Global Practitioners](#) (for free) and add the event to your calendar.



**FIRST FRIDAY**  
with a Thought Leader

**Smart Collaboration:**  
A New Approach to Breaking Down Silos & Transforming Work



Discover practical solutions for firms to break down silos and enhance collaboration & cohesion, unlocking greater team effectiveness.

**SEPTEMBER 6**  
12:00 - 12:45 pm EDT

*Save the date!*

**Heidi Gardner** Author | Advisor | Facilitator

## Smarter Collaboration 360 Virtual Launch Event


On September 19, we are holding a virtual launch event for our new Smarter Collaboration 360 development tool (a partnership with Smarter Collaboration International).

Through input from colleagues and even external parties such as clients, the SC360 allows people to understand their superpowers, undiscovered strengths, watch-outs, and growth opportunities - across nine core collaborative competencies. These insights, plus associated research-backed advice, can help them drive higher collaborative performance.


To accommodate multiple time zones, two launch sessions are available:

- 11:30 a.m. - 1:30 p.m. Eastern Daylight Time (click [here](#) to register)
- 7 - 9 p.m. Eastern Daylight Time (click [here](#) to register)





### Smarter Collaboration 360 Virtual Launch Event



#### Details

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The SC360 complements the SC Profile and these two tools can be used together to understand a person's profile and their actual behaviors.


For more details, email [christine@gardnerandco.co](mailto:christine@gardnerandco.co)

#### Details


Thu, Sep 19  
11:30 AM - 1:30 PM EDT  
Online event

[Register](#)


#### Speakers (3)



Heidi Gardner  
CEO



Ivan Matviak  
CEO



Csilla Ilkei  
Insights Director

## More Opportunities to Meet

Dr. Heidi K. Gardner will be in the following places at the following times, in case you'd like to schedule time with her while she's there:

- New York City: September 4-5
- Phoenix: September 27-30
- London: October 6-10, October 28-31, and November 2-10
- Chicago: October 15-18
- Madrid: October 22-24

- Copenhagen: March 11-13, 2025

## CASE STUDIES

### The Olympics

"I don't really try to be someone I'm not."

That's what US Olympic medalist and "pommel horse guy" Stephen Nedoroscik recently told reporters. How true it rings.

- Did you see him in his Clark Kent glasses, "snoozing" as his teammates cheered?
- He was the only "specialist" on the USA men's gymnastics team, focused on just one event.
- While fellow Olympians were out and about, he stayed home to solve a Rubik's Cube (another favorite activity is watching math YouTube videos).

Despite his huge success at the Olympics, some could find his style off-putting (e.g., "Why don't you show your support like everyone else?"). But it's exactly Stephen being Stephen that allows him – and his team – to shine.

It reminds us of two core tenets of smarter collaboration:

- Teams thrive when the right mix of specialists come together at the right time.
- Teams thrive when members trust and accept each other's different styles and perspectives.

To dig into these topics, check out chapters 1, 2, 4, and 10 of our best-selling book *Smarter Collaboration: A New Approach to Breaking Down Barriers and Transforming Work*.



## JOB OPENINGS

## Associate Consultant

As we rapidly grow our research and advisory business, taking on more sophisticated work and rolling out new tech products, we are hiring for an experienced associate consultant.

This individual would project manage and support robust, fast-paced consulting projects for highly prestigious client organizations. They would also support business development, participating in meetings with existing and prospective clients, and preparing proposals to capitalize on new opportunities.

The right candidate has an incredibly strong work ethic and skill for handling time pressure, competing deadlines, and multiple complex client engagements. And they believe in the smarter collaborator ideals that are so important for companies' success.

If anyone comes to mind, [please share our job post](#). Thank you!

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

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Gardner & Co.

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