



SMARTER COLLABORATION

INSIGHTS

Sharing ideas to accelerate smarter collaboration

February 2025

FEATURED THOUGHT LEADERSHIP

Five Essentials for A Successful Sector Strategy

A top-tier professional services firm we advised had abandoned its sector-based strategy four years earlier – mainly for political reasons (long story). Since then, clients grew frustrated with generic advice, partners felt disconnected, and the firm lost market share. Ouch.

The takeaway? Success in PSFs demands engaging clients on what matters most: winning in their industry. That requires true cross-silo collaboration: bringing together experts from different domains and practice areas to deliver holistic solutions.

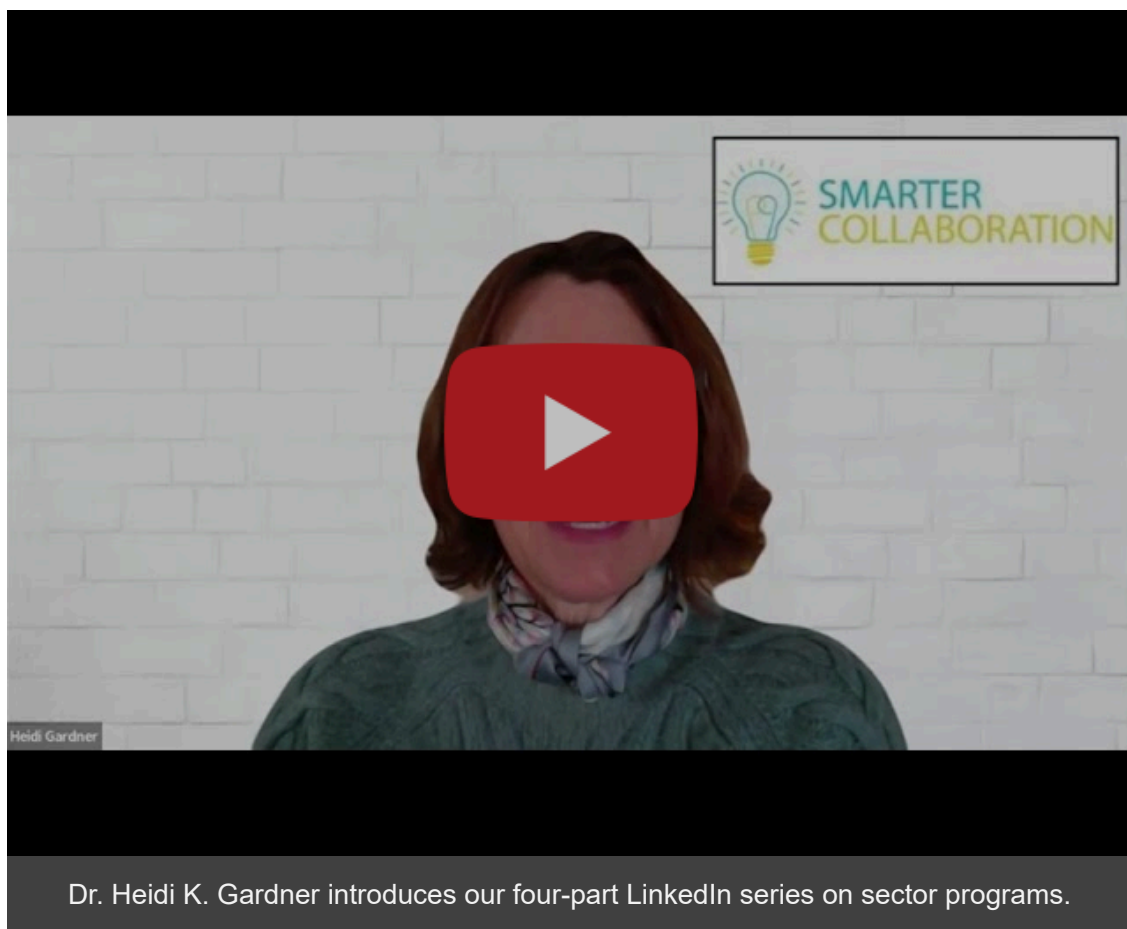
We helped their leaders rethink their sector strategy, implement leadership and process changes, and develop the skills to relaunch successfully. Here are five essentials for cross-silo collaboration:

1. **Appoint real sector leaders.** Industry expertise is table stakes. Sector heads must shape strategy, motivate peers, and engage with the market.
2. **Create community.** Regular interactions among members of the sector should expand industry knowledge and strengthen bonds – no dry updates. Spark debates, involve junior staff, and make it engaging.
3. **Embrace a matrix.** Sector leads and practice groups must collaborate to create integrated strategies and offerings that meet market needs...regardless of formal structures like P&Ls.

4. **Align on shared goals.** Incentivize collaboration by focusing on client satisfaction and revenue growth, not just individual sales.
5. **Celebrate collaboration.** Recognize and reward cross-silo success – creative prizes work. Highlight team wins to inspire innovation.

For more tips, insights, and research on sector-based collaboration, check out our four-part LinkedIn series:

1. [Why sector strategies matter in today's business landscape](#)
2. [Building a sector strategy that works](#)
3. [Overcoming barriers to sector collaboration](#)
4. [Sector 3.0: shaping the future of industries](#)



Wharton Magazine: DeepSeek as a Smarter Collaborator

At first glance, DeepSeek’s Mixture of Experts (MoE) architecture seems like a radical AI breakthrough. But a closer look reveals it’s built on the same principles that fuel high-performing teams: harnessing specialized expertise, and strategically integrating it to achieve superior outcomes. That’s what we call smarter collaboration.

For more, see Ivan Matviak's [new Wharton Magazine article](#).

WHARTON MAGAZINE

EVENT RECAPS

Workshop for Leading Software/Information Services Company

We recently had the privilege of kicking off work with a leading software and information services company as they are restructuring their business – an ideal moment to embed smarter collaboration to drive strategic results.

At their strategy summit, we led a highly interactive workshop with around 45 senior leaders from M&A, corporate strategy, and sales transformation – along with their direct reports. The session was designed to do more than just spark ideas; we aimed to ignite a collaborative mindset that drives tangible business outcomes like:

- Revenue & profitability growth (through smarter acquisitions and knowledge sharing)
- Increased client satisfaction
- Faster innovation
- Stronger talent engagement

This session stood out for its data-driven, personalized, and action-oriented approach to collaboration. Leaders gained insights from their Smarter Collaboration Profile, received tailored strategies to enhance inclusivity and performance, and engaged in hands-on simulations that showcased the power of diverse collaboration styles. They walked away with clear, practical tactics to drive innovation and strengthen teamwork immediately.

We're excited to continue working with these leaders, diving deeper into the insights we uncovered and supporting their journey to embed smarter collaboration at every level.



UPCOMING EVENTS

Smarter Collaboration Event in Sydney for Coaches, L&D Leaders

Are you a coach or L&D professional near Sydney? Join Dr. Heidi K. Gardner and Ivan Matviak for a one-of-a-kind event to discover the latest advances in smarter collaboration.

The event on Tuesday, April 1 involves:

- **An optional certification** for our new SC360: 4 to 5 p.m. (for attendees who want to help their clients/colleagues capture insights and uncover blind spots about their collaborative skills)
- **A social hour** and update on our other new SCI offerings: 5 to 6 p.m.

We are grateful to Norton Rose Fulbright for hosting the event at their office, located at Level 5/60 Martin Place, Sydney NSW 2000, Australia.

To RSVP, please email Christine at christine@gardnerandco.co. For more details on the SC360, [visit our website](#).

Feel free to invite colleagues and relevant contacts in your network who would benefit from this event. We hope to see you there!



Smarter Collaboration in Sydney

Certification and social hour for coaches and L&D professionals on April 1

Join *Smarter Collaboration* co-authors Dr. Heidi K. Gardner and Ivan Matviak to discover the latest advances in smarter collaboration.



Hosted by Norton Rose Fulbright

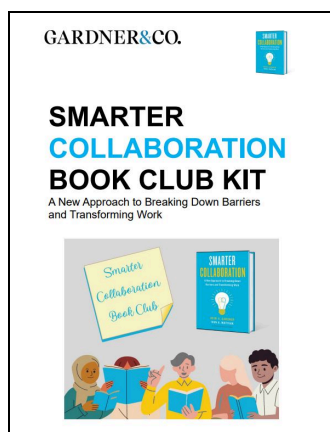
TOOLS

Smarter Collaboration Book Club Kit

Does your organization have a book club or are you thinking of starting one? If so, request a complimentary Smarter Collaboration Book Club Kit (email christine@gardnerandco.co).

The kit contains:

- Questions for each chapter of *Smarter Collaboration: A New Approach to Breaking Down Barriers and Transforming Work*, to help people retain key concepts and brainstorm on how to apply them
- Tips for starting a corporate book club
- A set of key, high-level questions about the book (for those with less time to devote to the different smarter collaboration themes)



BOOK LAUNCH

New Book on Leadership & Impact – Featuring Dr. Heidi K. Gardner

The Extra(ordinary) Executive: How Do You Measure Success? is now available, and Dr. Heidi K. Gardner is honored to be included in this new book. Authored by Reena Khullar, Founder & CEO of Agilis Executive Consulting, it brings together 20 inspiring leadership stories.

In her chapter, Dr. Gardner shares her journey – from Amish Country, Pennsylvania, to Harvard Law School. The path wasn't straightforward, but each challenge shaped her. Along the way, she realized that success comes not from meeting others' expectations, but from understanding her strengths, staying curious, and finding ways to create meaningful impact.

TEAM MEMBER SPOTLIGHT

Get to Know Nora Persanyi, Our Dedicated Intern

Since early last year, Nora Persanyi has supported Gardner & Co. as an intern. With a bachelor's in international business (human resources management/leadership & change management) from Vrije Universiteit Amsterdam and the University of Illinois, she is completing her pre-master's year at the University of Amsterdam – in the Coaching & Vitality in Organizations track of the Master of Psychology program.

Passionate about workplace well-being, Persanyi contributes to product development, coding, and training material for coaches. Her experience as a FIDE chess competitor has sharpened her analytical skills, while prior work as an international fashion model broadened her global business perspective; these skills have equipped her to effectively support client transformations.



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 three upcoming trips for Dr. Heidi K. Gardner and Ivan Matviak, in case you'd like to schedule time with them.

- Copenhagen: March 10 -14
- Melbourne & Sydney: March 23 - April 10
- Tokyo & Osaka: May 19 - 30

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 ideas@gardnerandco.co.

Gardner & Co.

contact@gardnerandco.co

