



Global insights, HBR's "Best of" research and certification programs designed to turn collaboration into your organization's greatest advantage. Don't just keep up, lead smarter.

Lead Smarter. Collaborate Smarter. Perform Smarter.

Smarter Collaboration isn't just an idea, it's a movement. This month, we're equipping leaders, coaches and teams with research-backed tools, fresh insights and global strategies to turn collaboration into your competitive edge.

SMARTER COLLABORATION CERTIFICATION PROGRAMS

Level 1: SC Profile + SC360 Certification

Who It's For: Coaches, L&D leaders, and facilitators ready to build stronger teams.

You'll Gain:

- A deep understanding of the SC Profile & SC360 tools
- Actionable strategies to strengthen team collaboration
- Frameworks for long-term cultural transformation

Upcoming Session:

Date: Sept. 30, 2025

Time: 11 a.m. to 12:30 p.m. EDT

Where: Virtual (Zoom)

[Register Now](#)

SMARTER COLLABORATION ACROSS 4 CONTINENTS



September has been a whirlwind for Smarter Collaboration—and we're only part way through! From the Swiss Alps to Zurich, Doha, Sydney and Fiji, Ivan & Heidi have been connecting with leaders, delivering fresh insights and sparking bold conversations about the future of work.

Highlights from the journey so far:

- Built endurance (and a few sore muscles!) hiking the Swiss Alps.
- Led strategic client meetings in Zurich and Doha.
- Delivered Smarter Collaboration Keynote at CultureCon™ Sydney 2025.
- Tools Certification
- Wrapping it all up with a personal milestone — celebrating 27 years of marriage in Fiji.

*What's the most unexpected place you've had a breakthrough collaboration?
Share your story. Join the conversation on LinkedIn and leave a comment*

Join the LinkedIn Conversation



Heidi on stage at Culture Con 2025 talking about the power of smarter collaboration.

When leaders come together with purpose, culture transforms.

CultureCon™ was an incredible experience. From the moment the doors opened, the energy in the room was undeniable. I had the privilege of connecting with so many forward-thinking leaders who are pushing the boundaries of workplace culture, and I left with both gratitude and renewed conviction in the power of Smarter Collaboration.

The VIP lunch was a true highlight — an intimate chance to dive into candid conversations about the real challenges leaders face and the bold solutions they're building. Signing books and hearing directly how the ideas from *Smarter Collaboration* are resonating in your organizations was deeply meaningful. Those one-on-one moments reminded me why I do this work.

In my keynote, I shared insights from our latest research and explored four key themes that struck a chord with the audience:

- Collaborating with Bots – How to get the most out of AI
- Cultural Leadership – Creating the conditions where smarter collaboration thrives

- The CEO & Board's Role in Culture – Why “tone from the top” isn't enough
- High-Performing Culture – Driving measurable, strategic outcomes across silos

Thank you to everyone who joined me at CultureCon™ — the conversations, questions, and shared experiences will stay with me. Together, we're building the future of work.

If you joined us at CultureCon™, what was your highlight?

Thought Leadership in the Age of AI: A Strategic Imperative

Our newest white paper, "The Thought Leadership Advantage: How to Create and Capture Value in the Age of AI," reveals how professional service firms can transform insights into measurable ROI.

In today's environment, clients increasingly run all vendor content through AI tools that strip out brand identity and attribution. That means simply publishing no longer builds reputation or client loyalty. The firms that win close the loop, equipping partners to activate thought leadership directly in client conversations.

Top 10 Pitfalls that sabotage firms' efforts:

- Producing content in isolation from client priorities
- Tracking vanity metrics instead of real outcomes
- Failing to hold partners accountable for commercial impact
- Over-relying on hierarchy rather than smarter collaboration

The solution is a four-phase roadmap for creating and capturing value:

- Harvest insights from privileged client access and market shapers
- Articulate the firm's distinctive point of view
- Disseminate internally, equipping partners with tools and talking points
- Active in the market using thought leadership as the engine for dialogue, co-creation and solutions with clients

When embedded into a firm's operations, this cycle doesn't just differentiate your expertise, it generates new client work, strengthens reputation, and builds long-term advantage.

[Download The Full White Paper Here](#)

GROWING THE SMARTER COLLABORATION TEAM

Meet Jill Diver. Powering Smarter Collaboration's Storytelling.



Welcoming Our New Marketing and Content Manager!

We're thrilled to welcome Jill Diver, as our new Marketing and Content manager. She's here to elevate how we connect with leaders, clients and collaborators worldwide. With 18+ years of experience in marketing, journalism and brand storytelling, Jill will:

- Craft compelling stories that spotlight how organizations succeed through Smarter Collaboration
- Develop high-impact marketing materials

- Build dynamic campaigns across email, LinkedIn and digital platforms to engage our growing global community

Jill's role is all about creating strategic content. With her expertise, expect engaging content that connects our insights directly to your goals.

Please join us in giving her a warm welcome as she embarks on this exciting journey with our Smarter Collaboration team. We can't wait to see the incredible impact she'll make!

NEW PRODUCT - SC360 FOR PROFESSIONAL SERVICE FIRMS

The Feedback Tool That Is Laser-Focused

"I've been a partner for 20 years. And I've never once received direct, honest feedback from my peers."

This isn't rare. In many professional services firms partners operate in feedback vacuums. The result? Missed growth opportunities, fractured collaboration and lost client impact.

That's why we built the **Smarter Collaboration 360 for PSFs™ (SC360)**, a purpose-built, collaboration-focused feedback solution designed specifically for professional service firms.

Why SC360 Is Different

In professional services firms, success isn't driven by individual brilliance alone. It depends on how effectively teams collaborate across practices, geographies and client relationships. When collaboration breaks down, firms leave revenue on the table, clients disengage, and top talent walks out the door.

That's why understanding collaboration dynamics is no longer optional, it's essential for growth.

SC360 is the only feedback tool built specifically to measure and strengthen collaboration in PSFs. SC360 blends:

- Self-reflection and structured insights
- Peer, associate, and leadership feedback
- Client perceptions are the ultimate reality check

The result? A 360° view of how professionals are truly experienced, revealing blind spots, amplifying strengths and providing actionable growth strategies. SC360 turns collaboration from an abstract concept into a measurable advantage that drives client impact and firm performance.

Real Insights. Real Impact.

One partner discovered through SC360 that he was dominating client conversations without realizing it. His personalized report didn't just flag the issue — it gave specific, actionable strategies to become a better listener and collaborator.

The shift was immediate. He's now inviting dialogue instead of commanding attention and the results speak for themselves: stronger relationships, better teamwork, and happier clients.

Elevate Your Culture. Drive Performance.

The SC360 for PSFs™ helps firms:

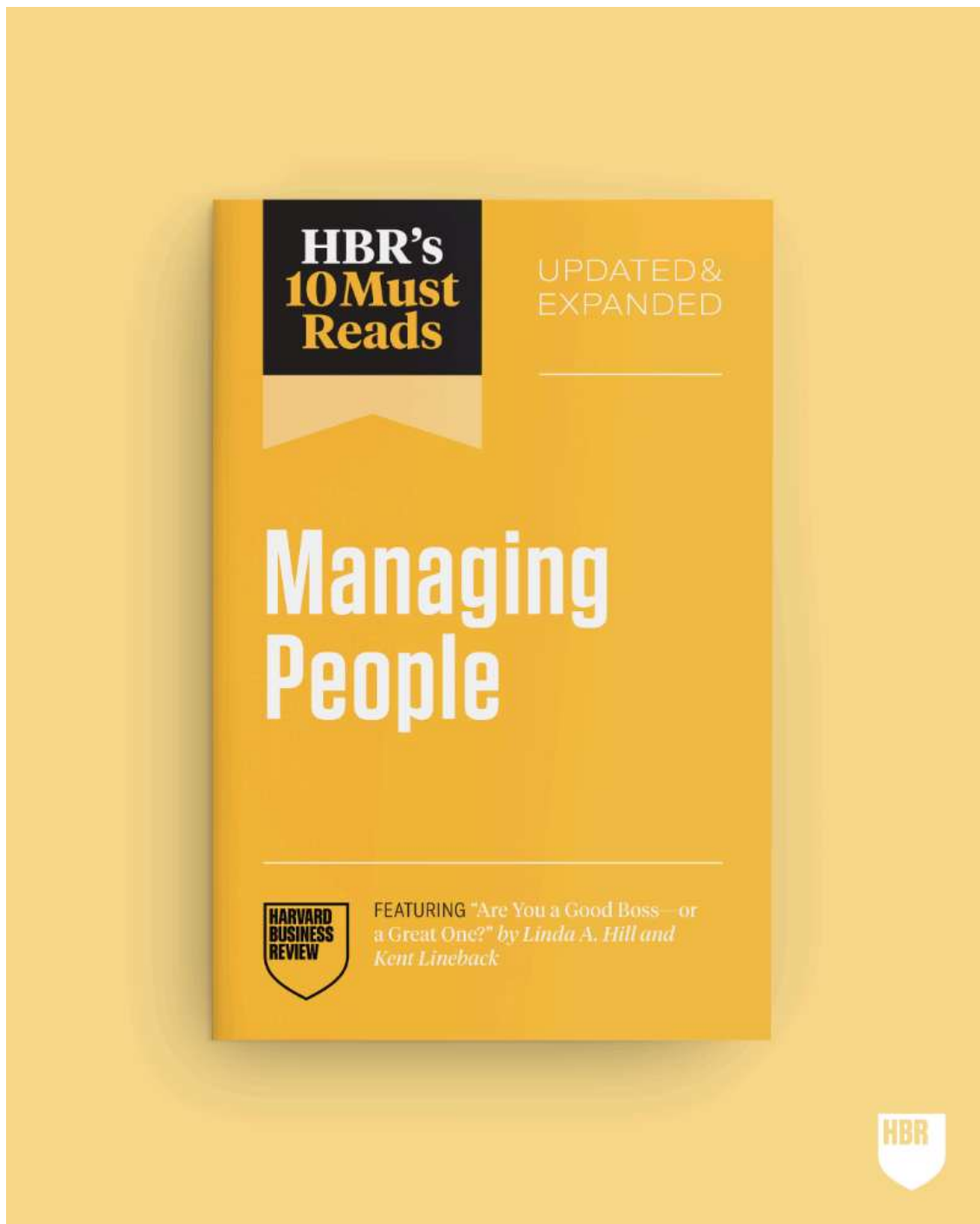
- Build a high-performance culture rooted in trust, transparency
- Strengthens cross-functional collaboration
- Improve client outcomes and drive business growth

Ready to Transform Your Firm?

Don't wait to create a culture of feedback, trust and collaboration. Email Ivan to learn how SC360 can elevate your partners, your teams and your client outcomes.

[Email Ivan Now!](#)

Featured in Harvard Business Review's "Best of" Collection



Recognition by Harvard Business Review's "Best of" collection places this research among the most influential ideas shaping today's business and leadership practices. It signals that not only does the work generate discussion, but it also actively guides how leaders around the world tackle complex challenges.

The Overcommitted Organization earned this recognition because it addresses a critical reality: with 81% of employees now working on multiple teams, multiteaming can either unlock innovation or fuel burnout. Our HBR feature explores how to manage complexity without losing trust or performance.

Four Actions Leaders Can Take Today:

- Build trust early with thoughtful team launches
- Map skills and strengths for seamless collaboration
- Establish shared accountability to align goals
- Plan for disruption to keep projects moving

[Read the Article Here](#)

Book Time with Heidi and Ivan: Limited Availability!

Ready to unlock your organization's full collaboration potential? Don't miss the chance to work directly with Dr. Heidi K. Gardner and Ivan Matviak, globally recognized experts in Smarter Collaboration.

Book a private executive workshop, client roundtable or leadership strategy session designed for:

- Aligning teams faster and eliminating cross-silo friction
- Equipping leaders with research-backed collaboration tools
- Driving measurable performance across functions

Upcoming Availability:

- Denver, Colorado: Oct. 7 - 8
- New York City: Oct. 15 - 21
- São Paulo, Brazil: Dec. 8 - 10

Spots are limited and fill quickly. Secure your preferred date today.

[Reserve Your Session Now](#)

Take Action Today. Lead the Future of Work.

Smarter Collaboration is reshaping how leaders innovate, scale and succeed. Be part of the movement.

Learn the frameworks for top organizations to boost performance and impact.

Register for Certifications

Read "The Overcommitted Organization" in Harvard Business Review

Harvard Business Review Article

Share your insights with a global network of leaders driving change

Join the LinkedIn Conversation

Secure your private workshop or executive session before schedules fill up.

Book Heidi and Ivan

Stay Connected, Don't Miss What's Next



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Watch thought-leadership talks and client case studies



Explore the Smarter Collaboration website

Give Feedback

What else can we do together? Please send your thoughts to

ideas@gardnerandco.co.



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