



Sharing ideas to accelerate smarter collaboration

August 2025

CALLING ALL L&D PROFESSIONALS AND COACHES

Smarter Collaboration Certification Programs: Level 1 & Level 2

Whether you're just beginning your journey in practicing Smarter Collaboration or looking to deepen your expertise, our certification programs offer the tools, training, and insights to drive meaningful impact.

Level 1: Combined SC Profile & SC360 Certification

Ideal for coaches and L&D leaders, this foundational certification introduces the Smarter Collaboration suite, including the SC Profile psychometric tool and the SC360. You'll receive essential background materials and hands-on training to help individuals and teams enhance collaboration, boost performance, and lay the groundwork for cultural transformation.

What You'll Gain:

- A solid understanding of the SC Profile and SC360 tools
- Practical strategies to strengthen team collaboration
- Tools to support long-term cultural change

Upcoming Sessions:

- **Online:** September 30, 11:00 AM – 12:30 PM EDT, via Zoom. Register [Here](#)
- **In Person (New York City):** October 21, 8:00 AM – 9:30 AM EDT (Location TBD) Email Lea Haggerty at lea@gardnerandco.co to register

Level 2: Advanced SC Profile & SC360 Certification

Designed for certified partners who have completed Level 1, these interactive workshops deepen your expertise in applying SC tools to real-world challenges. Through immersive role-plays and debrief simulations, you'll refine your coaching and facilitation skills for both individuals and teams.

What You'll Learn:

- **Deeper Insights:** Advanced techniques for interpreting SC data and tailoring developmental conversations

- **Practical Application:** Hands-on exercises to build more cohesive, innovative, and high-performing teams
- **Powerful Tools:** Strategies to maximize the impact of the SC Profile and SC360
- **Client-Focused Impact:** Proven approaches to help clients solve complex challenges and achieve measurable results

Upcoming Sessions:

- **SC Profile (Online):** August 19, 11:00 AM – 12:30 PM EDT, via Zoom. Register [Here](#)
- **SC360 (Online):** August 26, 11:00 AM – 12:30 PM EDT, via Zoom. Register [Here](#)
- **Combined SC Profile & SC360 (In Person – Sydney):**
September 16, 11:00 AM – 1:00 PM AEST Email Lea Haggerty at lea@gardnerandco.co to register
Ashurst's new office – 39 Martin Place, Sydney

SEE YOU IN SYDNEY



Fresh Thinking, New Frontiers

One of my favorite parts of prepping for a big event? The unexpected sparks of innovation it ignites for our client services and products. Talk about a double-dipping bonus!

Take our AI-powered Leader Report in the *Smarter Networks* tool — the seed for that idea was planted during a brainstorming session for a conference with senior law firm executives in Pebble Beach. That kind of creative, collaborative cross-pollination is what keeps our work exciting and impactful.

Now, as I gear up for my keynote at **CultureCon™ Sydney 2025** — Australia's premier workplace culture conference — the momentum continues.

My session will explore four powerful themes from our latest *Smarter Collaboration* research:

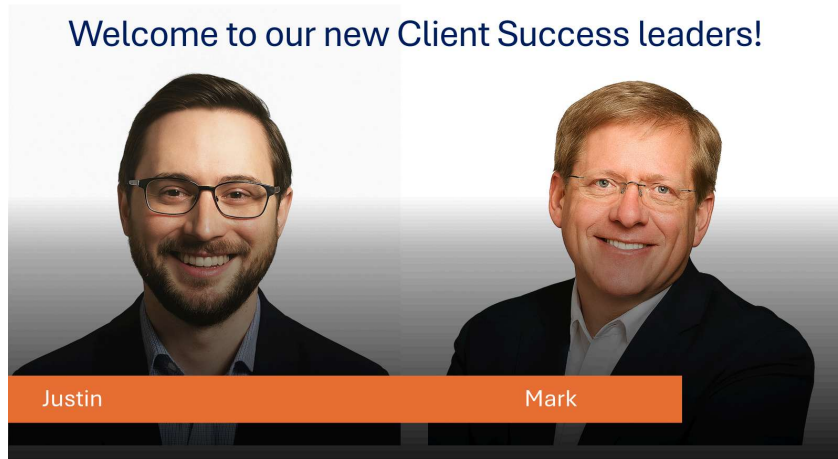
- ◆ **Collaborating with Bots** – How to get the most out of AI
- ◆ **Cultural Leadership** – Creating the conditions where smarter collaboration thrives
- ◆ **The CEO & Board's Role in Culture** – Why “tone from the top” isn't enough
- ◆ **High-Performing Culture** – Driving measurable, strategic outcomes across silos

If you'll be in Sydney on **September 18**, I'd love to see you there as we debut these ideas. You can access special rates here: <https://thegrowthfaculty.co/CultureConHKG>

And if you can't make it in person — stay tuned! We'll be sharing more insights soon.

GROWING THE SMARTER COLLABORATION TEAM

Welcome Justin & Mark



Welcoming Our New Client Success leaders!

We're thrilled to announce the newest additions to the Smarter Collaboration Team! Two outstanding professionals will join us in **Client Success** roles, bringing a wealth of experience, energy, and passion to our mission of helping clients achieve measurable impact through smarter collaboration.

Justin Luebke, our **Client Success Lead**, joins us from a major marketing data and analytics company, and has over a decade of experience in client-facing roles, specializing in retention strategies and account growth. Justin's experience building lasting relationships with companies like Amazon, Abbott, CoStar, and Diageo will help us build world-class service for our client using the Smarter Collaboration technology and tools suite. Justin balances his professional life with raising two young children and enjoys reading, writing music, and following sports in his spare time...as if a Dad with two young kids has spare time??

Mark Beese, our new **Client Success Director**, has been serving the legal and professional service firms market as a consultant, trainer, and coach for the past 17 years as President of Leadership for Lawyers. He also served as a Chief Marketing Officer for several firms, so he knows the business from the inside, too —and has numerous accolades to prove it (like the Legal Marketing Association Hall of Fame). And as a former adjunct professor, he holds his own in the nerdy side of our house!

What's in it for you? You can count on Justin and Mark to enhance your experience with Smarter Collaboration suite of tools and services. From helping to grow and nurture a vibrant community of certified partners, to ensuring seamless and value-adding delivery, to enhancing our product development and innovation... it's going to be a dynamite year!

Please join us in giving them a warm welcome as they embark on this exciting journey with our Smarter Collaboration team. They'll be up and running by the end of August, and we can't wait to see the incredible impact they'll make!

Marketing & Content Manager Role

We're Hiring: Marketing & Content Manager

The Smarter Collaboration team is on the lookout for a standout **Marketing and Content Manager** to help us amplify our voice, engage our global audience, and drive meaningful impact.

This full-time, remote role is ideal for a savvy communicator who thrives in a fast-paced, high-growth environment. You'll work across our team, and directly with our co-CEOs—Dr. Heidi K. Gardner and Ivan Matviak—to shape our content strategy, manage digital channels, and craft compelling narratives that showcase the power of Smarter Collaboration.

We're looking for someone who's:

- A sharp, versatile writer who can translate complex ideas into crisp, engaging content
- Fluent in LinkedIn strategy, SEO, and digital performance metrics
- Ready to take initiative, experiment, and grow with a purpose-driven team

If you're a commercially minded storyteller with a passion for thought leadership and impact—this is your moment. If you know someone who fits the bill, let them know and tell us, too!

👉 Apply now by sending your resume, cover letter, and writing samples to talent@gardnerandco.co

NEW PRODUCT - SC360 FOR PROFESSIONAL SERVICE FIRMS



Why Partners Rarely Hear the Truth — And What We're Doing About It

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

This startling admission isn't uncommon in professional services firms. Despite the emphasis on collaboration, many partners operate in feedback vacuums — missing chances to grow, strengthen teams, and improve client outcomes.

Collaboration in PSFs Is Unique — So Feedback Should Be Too

That's why we've launched the Smarter Collaboration 360 for PSFs™ — a feedback tool built for the realities of professional services. It blends self-reflection with input from colleagues, associates, leaders — and even clients — to reveal how professionals are truly experienced. The SC360 uncovers blind spots and superpowers, offering tailored advice for the challenges partners and rising professionals face daily.

Real Insights. Real Impact.

Take one example: A partner discovered through the SC360 that he often dominated conversations — with both colleagues **and clients**. His report included specific examples and actionable suggestions, like asking more probing questions and truly listening to the answers. It was a wake-up call that shifted his approach from monologue to meaningful dialogue. Now, he's working on becoming a better thought partner — someone who invites collaboration rather than commands attention. And that's the kind of shift that turns collaboration from a buzzword into a competitive advantage.

Ready to Elevate Your Culture?

The SC360 for PSFs™ helps build a high-performance culture rooted in trust, transparency, and teamwork. Because when professionals understand how they're perceived — and how they can grow — everyone wins.

Email Ivan@smartercollaboration.com for more information. *(pretty soon we'll invite you to connect with Mark on this topic!)*

SMARTER COLLABORATION: IMPACT FROM INDIVIDUALS TO ENTIRE NATIONS



Over the years, we've heard powerful stories from individuals transformed by our smarter collaboration work. One leader, inspired by a Harvard Executive Education session, decided to run for a top role in his firm — aiming to drive firm-wide transformation. (He won the election and he's on a roll!)

We've helped teams evolve too. Boards and leadership groups now challenge each other's thinking in real time, leading to sharper strategic decisions. Practice groups collaborate more effectively, breaking silos and boosting performance. (yes, we measure the difference)

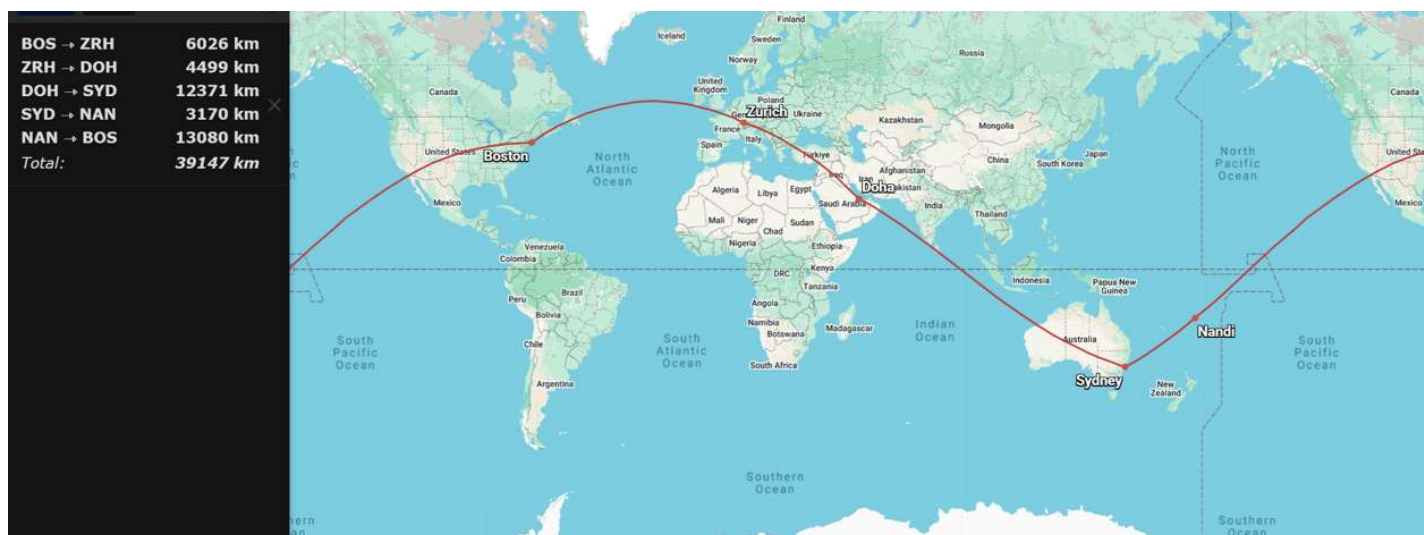
At the firm level, our data shows significant, quantifiable gains in profitability and market share when organizations embrace smarter collaboration across offices and disciplines.

Recently, the Financial Times recognized Dr. Gardner — and our whole team — for reshaping the legal sector. They praised our evidence-based approach for embedding collaboration into the core of how firms and legal departments operate.

Now, our work is reaching the national level. In Bahrain, we've trained executives from dozens of leading companies as part of the Kingdom's economic diversification efforts. These full-day sessions, featuring our Smarter Collaboration Profile, support Bahrain's Economic Vision 2030 and the feedback so far has been incredible.

From individuals to teams, firms, sectors, and now countries — it's a privilege to drive meaningful impact through smarter collaboration.

STAY CONNECTED



Smarter Collaboration in 27 Days, 4 Continents, and 39 Thousand Kilometers

Ivan & Heidi are circling the globe in September – literally – to spread Smarter Collaboration practices...and have some fun along the way. Here's the trip across more than 39,000 KM:

- Building endurance by hiking the Swiss Alps
- Business meetings in Zurich and Doha (see below for dates if you want to catch up)
- Sydney for the SC Tools Certification event, CultureCon and many more events
- Fiji to celebrate their 27th wedding anniversary (remember - they aren't *just* business partners!)

Stay tuned on LinkedIn for some of the photos and insights they generate along the way.

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:

- Zurich: September 10-11
- Doha: September 14
- Sydney: September 16-26
- Denver: October 7-8
- New York City: October 15-21
- Sao Paulo: November

Give Feedback

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

Keep in Touch

Follow Gardner & Co. on [LinkedIn](#) and [YouTube](#), and visit our websites (SmarterCollaboration.com and Gardner & Co)

for extra news and insights on smarter collaboration.

Gardner & Co

contact@gardnerandco.co



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