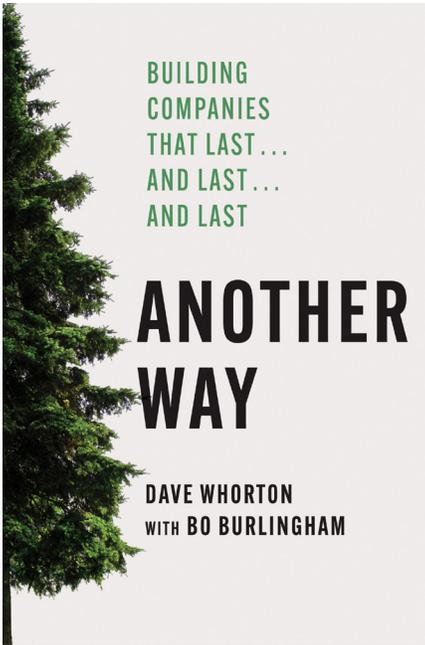


What we're reading



This book is recommended by:
Peter Creaghan and Jay McConnell

At a time when scale and speed are often seen as primary measures of success, *Another Way* by Dave Whorton and Bo Burlingham offers a thoughtful alternative — one that resonates with business owners, family enterprise leaders, and their advisors.

The book reflects on Dave's career and introduces the idea of the Evergreen company: businesses built to last, guided by purpose,

disciplined growth, and long-term stewardship rather than quick exits or short-term wins. To be an Evergreen company, Dave believes that businesses need to stay disciplined to the 7 Ps:

- 1 Purpose
- 2 Perseverance
- 3 People First
- 4 Private Ownership
- 5 Profit
- 6 Paced Growth
- 7 Pragmatic Innovation

For us at Creaghan McConnell Gould, the framing feels particularly familiar in the context of family enterprise. For many families we work alongside, the principles described are not aspirational — they're embedded within their practices: **A focus on sustainability over speed. A willingness to grow deliberately. A deep sense of responsibility to the business *and* future generations.**

Within the pages of *Another Way*, leaders of family businesses will find themselves in good company and be reminded to take pride in what only a few can do.

“*Another Way* reinforced our beliefs at CMG, that true success in business isn't about chasing short-term gains or transactional outcomes, but about building something meaningful and lasting — and as advisors to business families, it highlights the importance of guiding them toward sustainable decisions that protect both their legacy and long-term value.”

— Jay McConnell (Manager, Advisor Services)

We are a uniquely specialized insurance advisory focused on 'the business of the family.' We help Canada's leading business families preserve, continue to grow, and successfully transition their capital to the next generation.

www.cmgpartners.ca

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Another Way