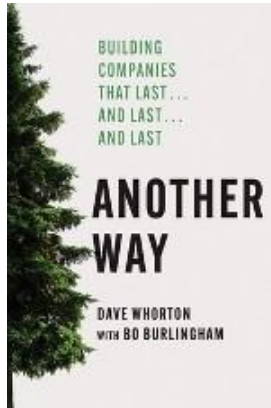


PM WORLD BOOK REVIEW ¹



Book Title: *Another Way...Building Companies That Last...and Last...and Last*

Author: **Dave Whorton with Bo Burlingham**

Publisher: Harvard Business Review Press

List Price: \$32.00 Format: Hardcover, 224 pages

Publication Date: May 2025 ISBN: 979-8-89279-113-7

Reviewer: **Mark Wettreich, PMP**

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Introduction

Dave Whorton's *Another Way: Building Companies That Last... and Last... and Last* chronicles his winding career journey as a venture capitalist and the evolution of his thinking toward what he calls "Evergreen Companies." In contrast to Silicon Valley's conventional "get-big-fast" model, Whorton makes a compelling case for building enduring, multi-generational businesses that are profitable, self-sustaining, and values-driven.

Through engaging anecdotes drawn from both his personal experiences and the stories of other business leaders, Whorton demonstrates how his philosophy of long-term growth gradually took shape. Rather than focusing on rapid scaling, outside capital, and quick exits, he champions a thoughtful, principle-driven approach.

At the heart of this vision lies the **Tugboat Institute**, which Whorton founded to bring together leaders committed to the Evergreen model. The institute serves as a community where members can exchange ideas, learn from one another, and support the creation of companies designed to endure for generations.

Overview of Book's Structure

In his early career, Whorton was mentored by some of Silicon Valley's most prominent dealmakers. Their playbook was familiar: raise as much outside capital as possible, grow at breakneck speed, pursue an IPO as the ultimate exit, and worry about profitability—or ignore it—until later.

¹ How to cite this work: Wettreich, M. (2025). *Another Way...Building Companies That Last...and Last...and Last*, book review, *PM World Journal*, Vol. XIV, Issue IX, September.

Rejecting this formula, Whorton presents what he calls the “**7 Ps**” **Principles of Evergreen Companies**, which form the backbone of the book:

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

Each principle is explored in detail and illustrated with real-world examples, providing both validation and practical context.

Highlights

The book is highly readable and refreshingly relatable. Whorton avoids the trap of presenting dry business theory; instead, he opens the door to his own mindset, showing the doubts, fears, and crossroads he faced throughout his career. This candidness makes his narrative feel authentic, approachable, and even conversational—as though you were hearing his story over coffee.

Who might benefit from the Book

While the title may suggest the book is aimed primarily at entrepreneurs and aspiring dealmakers, its lessons extend far beyond that audience. I quickly realized its relevance to my current role as a project manager for critical cybersecurity initiatives. The leadership insights and structured approach Whorton describes are just as applicable to project and program management as they are to company building.

Evergreen principles—clear vision, careful planning, disciplined execution, and long-term thinking—mirror the fundamentals of managing complex projects. Whorton’s emphasis on sustainable success resonates strongly with anyone responsible for leading teams and delivering results.

Conclusion

Another Way is a thoughtful, inspiring, and practical book that will appeal not only to entrepreneurs but also to leaders across professions. Whorton and co-author Bo Burlingham bring credibility, insight, and clarity to a model of business that prioritizes purpose and endurance over short-term gain.

This is a book worth picking up—you may find yourself finishing it in a single sitting, and you’ll likely walk away with lessons that apply directly to your own professional journey.

For more about this book, go to: <https://store.hbr.org/product/another-way-building-companies-that-last-and-last-and-last/10811>

About the Reviewer



Mark Wettreich, PMP

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Mark Wettreich is an accomplished project leader whose career spans more than 20 years across venture capital, technology, cybersecurity, project management, and public company governance.





Based in Dallas, Texas, he has held senior leadership roles including Chairman and board member of several publicly traded Canadian companies, bringing a strategic, global perspective to his work.

Today, he applies that experience as a Project Manager for a leading Texas-based cybersecurity managed services provider.

A certified Project Management Professional since 2016, Mark also serves as Vice President of Education for the Dallas Chapter of the Project Management Institute (PMI). In this role, he drives professional development initiatives, delivering educational programs, webinars, and mentorship for one of the largest PMI chapters in the world.

Known for his collaborative approach and passion for developing people, Mark thrives on building connections, sharing knowledge, and helping others achieve lasting success.

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