



Enduring Enterprise:

Strategic Ownership for the Private Enterprise

**Lead with Purpose. Own with Vision.
Shape What's Next.**

ENDURING ENTERPRISE is an executive education immersion **designed for owners and senior leaders** of closely held and family enterprises, delivered by WashU Olin Business School.

If you're ready to transition from managing day-to-day operations to leading with long-term intent, this cohort-based experience builds the mindset, skillset, and network needed for strategic ownership.

Through high-impact classroom learning, personalized coaching, and immersive site visits, your company's leaders explore the essential shift from managing a business to strategically owning one.

Guided by expert Olin faculty and informed by real-world case studies, the program connects big-picture thinking with practical tools for action.

This executive education program will start in fall 2025.



WashU Olin Business

What Does It Mean to Own Strategically?

This program encourages participants to explore the deeper questions at the heart of long-term ownership:

- How do you build and sustain a clear vision that blends purpose with performance?
- What is the ultimate goal or “end game” for your enterprise — and how do you prepare for it?
- With a long-term horizon in mind, how should you manage, grow, or potentially transition key business assets?
- How can governance — of both the business and the family — be structured to support continuity, clarity, and strategic decision-making?

Through guided learning and applied strategy work, participants will:

- Define and operationalize a purpose that fuels long-term growth.
- Translate vision into aligned organizational activities and priorities.
- Build durable governance frameworks for both the family and the enterprise.
- Chart a strategic path forward that positions the business — and the ownership — for sustained success through intentional evolution.

Participants will develop a tailored strategic project and build a community of fellow leaders dedicated to redefining what it means to own effectively.

Tuition: \$8,995



Coming as a team?

Special pricing is available for organizations enrolling more than one participant.

Contact us to discuss group rates.

