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Clem Ast

Clemens H. Ast has spent the last 30 years working closely with owners, leaders, and families of companies to build sustainable business legacies that continue to new generations. With a holistic philosophy in mind, Clem has structured Legasus Group to offer a variety of integrated services through the company's staff of facilitators, specialists, and professionals.



In 1977 Clem Ast began his consulting career as a facilitator of strategic planning processes. Clem and the Legasus team have assisted hundreds of companies in strategic and operational planning, leading the way with innovative approaches. Over the years it became evident that traditional thought and approaches to planning and management were not enough. Many of these companies have grown as a result of implementing methods that include more people and incorporate richer dialogue and better thinking. All of this has translated into creating significant wealth while improving their quality of life.

Success was also based on people connecting and communicating with each other in ways they had not done before and were uncomfortable in doing on their own. The last 30 years have taught us that when effective thinking is combined with more open, deeper, and more inclusive conversations, the performance of the business improves dramatically.

Today Clem and the Legasus team are in the process of continually improving our approach, integrating the new research regarding behavioral science into Strategic Thinking by incorporating the concepts of Appreciative Inquiry and S.O.A.R. for both the individual and the company. These new tools allow employees and teams to tap into their vision and potential, and identify opportunities and possibilities for themselves and their organizations.

Over the years, Clem has been passionate about helping individuals, families, and companies define their dreams and goals and supporting them in their efforts to achieve them. Clem is a Fellow of the Family Firm Institute, a member of the Organization for the Promotion and Advancement of Small Telecommunications Companies, and other local associations. Clem and his wife, Patty, have six children and ten grandchildren.

THE FINE ART OF BUILDING BUSINESS LEGACIES