

Unlock Your Single Family Office Potential with 'Reshaping Reality' - Now Released

FOR IMMEDIATE RELEASE

Chicago, IL - New book *Reshaping Reality: Unlocking the Potential of the Single Family Office*, a new edited collection written by some of the most influential thought leaders in the field today, challenges the traditional approach to family offices and offers a roadmap for their future.

Reshaping Reality provides a fresh perspective on the role of single family offices in today's ever-changing world. The book argues that family offices have accomplished great things but must continue to evolve to remain relevant and impactful.

Based on an analysis of changing perceptions and realities around wealth, *Reshaping Reality* explores common "design flaws" in the development of single family offices and offers practical solutions for greater relevancy, leadership development, learning, and more.

Reshaping Reality is written for family leaders, single family office leaders, and others interested in the field. The book is edited by Greg McCann, Founder, Board Member, and Advisor of Generation6 Family Enterprise Advisors and Jill Barber, President of CYMI Holdings.

Each chapter offers unique insights into the current state of single family offices and their potential for the future. From understanding changing perceptions and realities around wealth to investing in the development of family office professionals and creating a culture of learning, *Reshaping Reality* provides a comprehensive view of the next step in the evolution of single family offices.

McCann and Barber have brought together an impressive array of contributors to offer a comprehensive view of the current state of single family offices and their potential for the future. The book features contributions from prominent family office leaders, consultants, academics, and researchers, including the following chapters:

1. Wealth: Perception Shapes Reality by Jill Shipley
2. Family Office Relevancy: Doing What's Asked for and What's Needed by Jim Coutré
3. The Transformative Family Office by Andrew Keyt
4. Family Office Leadership: Investing in the Development of the Professionals by Jill Barber and Greg McCann
5. The Role of Learning in the Family-Centered Office: A Pathway to Building Capacities Needed to Thrive by Stacy Allred and Mary Duke
6. The Antidote to Private Equity by Paul Carbone
7. Voices of the Field

Reshaping Reality: Unlocking the Potential of the Single Family Office is available now for purchase on Amazon.com and a must-read for anyone interested in the future of family offices and their role in shaping our world. It is the first book release of a series of publications for the Generation6 Innovation Series, the collaborative arm of Generation6 Family Enterprise Advisors. Generation6 Innovation Series is a catalyst for deep thinking, engaging discussions, and cultivating innovation to give back to the family business field.

About the Editors:

Greg McCann is the Founder, Board Member, and Advisor of Generation6 Family Enterprise Advisors, a leading consulting group for family enterprises. With over thirty years of expertise in the family business field, Greg is a recognized thought leader, authoring numerous articles, research, and books and a sought-after coach and consultant to numerous leaders, executives, and the rising generation in family enterprises.

Jill Barber is the President of CYMI Holdings, a family-owned and operated investment company. She has extensive wealth advisory experience working with hundreds of successful business and philanthropic transactions for the Mathile family.

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