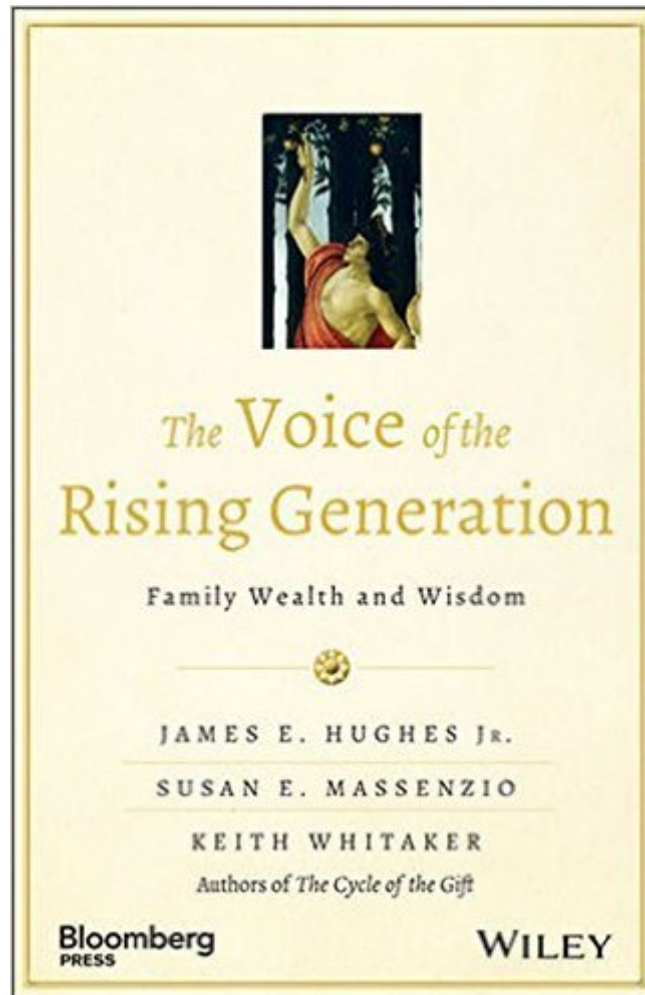


The book was found

The Voice Of The Rising Generation: Family Wealth And Wisdom (Bloomberg)



Synopsis

Finding Your Voice and Flourishing amid Wealth Many books are addressed to parents and grandparents who worry about the effects of unearned wealth on their descendants. In contrast, *The Voice of the Rising Generation* speaks directly to 20-, 30- and 40-somethings, encouraging them--literally, giving them courage--to meet the challenge of integrating wealth's power into their lives. Readers of this book will:

- Come to understand the true cause of entitlement and dependency
- Identify the psychological characteristics of the rising generation and the challenges proper to its development
- Clarify their own dreams, work, and vocation
- Navigate personal relationships and communication within the context of wealth
- Recognize the special challenges faced when rising is delayed until mid-life.

Written by a psychologist, an educator, and an attorney who changed the landscape of family wealth, *The Voice of the Rising Generation* identifies briefly and precisely the cause of entitlement and dependency. It is not too much money or too few chores. It is the failure of rising generations to individuate, that is, to pursue their dreams, develop their resilience, and find their voice. If you are a young person who is starting your life's journey and wondering about the effects of parental gifts, trusts, or a family business, this book will offer you questions, reflections, and guidance to help you find your own way. If you are a parent, grandparent, elder, or mentor, *The Voice of the Rising Generation* can serve as a window into the hearts and minds of the young people in your life--your family's true wealth.

Book Information

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Customer Reviews

There are many books written that have been written for members of the "current generation" •

or for advisors to families of wealth, but the Voice of the Rising Generation is one of the few that has been written primarily to be read by members of the "Rising Generation" (note not "Next Generation"). The Voice of the Rising Generation provides a road map for readers to (i) understand the challenges of growing up in the shadow of great financial capital; (ii) to start the life long journey to self-knowledge and then (iii) to develop resilience through their work, in their relationships and in their communication. The key to overcoming the shirt sleeves to shirt sleeves proverb is for each member of the family after the heroic founder to know themselves, to know their own dreams, to build up their own resilience and to individuate, and when they have made progress on these tasks, then "and only then - to integrate the financial capital of the family into their own lives. The Voice of the Rising Generations has been written primarily for families where there is no economic necessity to work and primarily for family members who are in the range of 20-40 years of age. There is however one chapter specifically written for those who are in the mid-life transition, who face special challenges. The Voice of the Rising Generation also contains useful thoughts on how parents in UHNW families can help their own children to "Rise". It provides a list of questions for parents to reflect on. The core question is whether your children are "rising"? The term "rising" is not related to age, nor is it related to their relationship to the heroic founder; rather it is an attitude or state of mind. To answer this consider (i) do your children have a sense of growth, possibility, and hope?

A colleague at UBS has recently posed a question to me: "Do you practice in your own family what you preach to your clients?" As I was pondering over the question, I came across the new book written by my friend Jay Hughes, Susan Massenzio and Keith Whitaker: The voice of the Rising Generation. There I found the answer to my colleague's question. The book is a sequel to their book "The Cycle of the Gift", which was published in Hebrew by UBS. The first book was written for parents who wish to transfer wealth to their children, in a way that will help them grow and will enrich their lives. The second book, "The Voice of the Rising Generation" tackles the issues from the angle of the receivers. It poses the question of how can youngsters who were raised by successful and influential parents, amidst wealth, find their own voice, their own path and at the same time maintain a dialogue with their parents, about their choices. Similar to "The Cycle of the Gift", this book is an enjoyable read. It touches the heart, it's interesting and accessible. Unfortunately, we shall not translate it to Hebrew, but it can be purchased at or any other book store. In the book, the authors report on a retreat with a group of youngsters from one wealthy family. The meeting was geared at identifying each participant's dream. Toward the end of the session, after the youngsters have had

time to verbalize their dream and share it with their peers, the parents were invited to join. Each parent interviewed his/her child, asking them: "How can I invest in your dream?" I think that this is a fantastic question! Possibly, the best question a parent can ask his young son or daughter. Why?

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