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For Immediate Release

The Highest Goal

The Secret That Sustains You in Every Moment

By Michael Ray

"The Most Creative Man in Silicon Valley" – Fast Company magazine

"The Highest Goal is the distillation of years of accumulated wisdom from a great teacher who has the humility to view his thousands of students as his teachers."

—From the foreword by Jim Collins, author of *Good to Great*

For over 25 years, Michael Ray has taught the celebrated Personal Creativity in Business course, at Stanford University in Palo Alto, California and also in a wide variety of settings and places all around the world. Over the years, Ray came to realize that the course was having a more profound impact on graduates than he'd ever intended. His course went far beyond helping his students in their careers. People who had been through the course seemed to blossom, to have access to some secret source of energy and inspiration. They found new ways to contribute to their organizations. They thrived on diversity, fought gracefully, treated others with compassion, acceptance, appreciation, and respect. As one graduate put it: "This is transformation that works and lasts."

All this from just one class? What was going on? Ray realized that his creativity course was helping people discover what he calls the "highest goal." The highest goal is what gives real meaning to life. It is what speaks to the very core of our being. It is what makes us feel connected to something higher than ourselves, whether we call it: God, Truth, Spirit, Being. It is what truly motivates and sustains us, although we may not be able to put it into words, or even be consciously aware of it. Michael Ray explains that it is this ultimate goal, rather than worldly goals such as prestige or money, that is the true motivator of all successful people.

In *The Highest Goal: The Secret That Sustains You in Every Moment*, Michael Ray shares what he has learned through decades of teaching his creativity course to help us discover, and live by, our highest goal. Throughout the book, Ray offers exercises, stories, and reflections that help us to get in touch with our highest goal, follow a path in tune with it, and let it inform every aspect of our lives. The highest goal is a source of power and wisdom that can vastly improve not only our own lives, but the lives of everyone around us. Ray shows us how to open this inner font of creativity, compassion, and courage.

More...

"The Highest Goal will lead you to your greatest rewards. As a student in Michael Ray's first class of the now-famous creativity course at Stanford Business School, I have benefited for 25 years from his revolutionary and refreshing insights. They have encouraged me to found three Silicon Valley companies, recover from adversities, become an author and business coach, and enjoy a creative and fulfilling life. In this new book, Michael Ray develops the deeper meaning of his teachings so that you can discover and pursue your highest goal. Enjoy this valuable opportunity to find your calling and the true success it offers."

—Don Maruska, author of *How Great Decisions Get Made*

*"At the close of my life, I'd like to know that I took advantage of the opportunities that I was blessed with for myself and my family. I want to know that I created good balance in my life, enjoyed it, lived well and enhanced the lives of others in the process. **The Highest Goal** shows all of us how we can achieve that kind of life from our highest aspects."*

—Heidi Roizen, Managing Director, Mobius Venture Capital

MICHAEL RAY is the first John G. McCoy-Banc One Corporation Professor of Creativity and Innovation and professor emeritus of marketing at Stanford University's Graduate School of Business. He is the author of numerous books, including *Creativity in Business* (with Rochelle Myers), *The Path of the Everyday Hero* (with Lorna Catford), and *The Creative Spirit* (with Daniel Goleman and Paul Kaufman), the companion book to the PBS series inspired by his course.

The Highest Goal: The Secret That Sustains You in Every Moment

By **Michael Ray**

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