



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

Michael L. Ray , James C. Collins

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The Highest Goal reveals the secret discovered by thousands of people who took the author's Stanford School of Business creativity course: that having a meaningful goal is a source of power, inspiration, and guidance that helps one persist even through the worst of times, and ultimately leads to success. The book combines practical business advice with spiritual motivation and creative insights. In addition, it discusses proven steps that people can use on a daily basis to take a personal stand and turn the chaos of difficult times into a complete and fulfilling life.

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

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From Reader Review The Highest Goal: The Secret That Sustains You in Every Moment for online ebook

Vanessa says

Truthful and sincere in it's intention to relay the human nature and spirit to fight for direction in life.

Fred Almeida says

this is one of the best books I have ever read.
It saved me more than once. I keep coming back to it time and again.

Michael says

Judith pointed out this book to me in the library. I'm a big fan of Jim Collins' Good to Great and Built to Last, so when I saw that he wrote the foreword to this book, I picked it up and started reading.

On the positive side, I found the book's exercises to be useful in helping me better understand myself. But something about the writing turned me off, so I ended up returning the book after finishing 70% or so. Most likely it was his New Age-like language in statements about discovering your inner divinity, seeing from your heart, etc. Another book in this genre is The Art of Possibility, and I enjoyed that one much more.

Also, I found too much emphasis on ME and my efforts - do this, do that, live your highest goal, practice various "live with" maxims, etc. If that's all you do, what you have is just a humanist project. What's missing is a realization that I need help to do these things; I need power from on high; I need grace.

Aizhan Kimanova says

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Roman says

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Ivan Kuznetsov says

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Audrey says

not sure what all new it has, but enjoying working through it with friends. No secrets in it.

Greg says

Michael Ray's book, *The Highest Goal* is intended to bring his ideas and approaches to a wider audience than is possible just in the class he teaches at Stanford University. His goal is nothing short of helping his readers find and achieve their "highest goal."

The highest goal is never named, since it is different and unique to every individual. I believe it may be described as living an integral life, a principled life. Ray describes in some detail five heuristics, or as he calls them, "live-withs," that help one to begin to approach the highest goal.

The first of these "do only what you love, love everything you do." Ray describes this as the path to true prosperity. Not money, or fame, but rather, the freedom of enjoyment and space to renew and sustain the spirit through a sense of living with what is most important to you.

The second is "don't worry, just do it," and in doing so, he says we can turn fears into breakthroughs. This is partly a function of living more in the present than in the past or future. He argues (as have others) that the anxieties we have about challenges facing us are often far worse than anything likely to actually happen when we act on the challenge.

The third "live with" is to "see with your heart," thus strengthening relationships. Silence your mind and really listen.

The fourth is to get into an intuitive flow of decision making through the "yes-no" live with. Ray argues that you don't develop a balanced, dynamic life through theorizing, but rather by making decisions, minute by minute, from an intuitive sense of what is right for you. Thus, constantly, but intuitively, asking "should I do X, yes or no?" helps you get in touch with your intuition that is the best guide you have for decision making.

Finally, Ray's fifth "live with" is to become a generative leader by "participating in the flow of giving and receiving.

Some parts of Michael Ray's book resonated with me, but I'll admit that much of it was a bit too far out there for me. One of the best insights I thought he had was his frequent advice to keep a record of your experiences in trying out his counsel. That kind of discipline of reflection and thought is tremendously valuable to anyone sincerely interested in personal or professional development. Other tips and techniques that he recommended also made sense to me, and I believe that most people will find something impactful in his book, though like me, probably not the entire book.

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