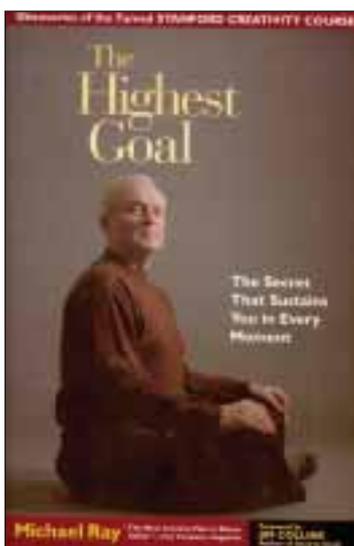


Book Review

The Highest Goal:

The Secret That Sustains You in Every Moment

By Michael Ray
(San Francisco, 2004)



Reviewed by
Irene E. Taylor

Lawyers are not perfect. However, the hundreds of assessments completed by top-ranked lawyers over the past couple of years for various *Lexpert* cover stories do reveal one common strength: they are highly goal- and achievement-oriented. Why then would a book such as *The Highest Goal* be of any value to most lawyers?

The answer is simple. Lawyers are goal-oriented and achievement-focused. But, for the most part, they are overly focused on extrinsic achievement and other people's

as “the journey,” “live-withs,” “voice of judgment (VOJ),” and so forth.

However, if you are willing to tune out such irritating surface noise, there are a number of valuable insights along with a practical roadmap for figuring out what your highest goal is, and how you can more actively pursue it. Michael Ray's qualifications are impressive. He is the John G. McCoy Banc One Corporation Professor of Creativity and Innovation and of Marketing (Emeritus) at Stanford University's Graduate School of

When it comes down to personal and intrinsic goals, many lawyers are similar to the shoemaker's children, shoeless and failing to attain their most important goal which, if realized, would bring greater meaning and fulfillment.

goals (OPG). Much like playing with other people's money (OPM), achieving other people's goals just does not bring the same degree of satisfaction. When it comes down to personal and intrinsic goals, many lawyers are similar to the shoemaker's children, shoeless and failing to attain their most important goal which, if realized, would bring greater meaning and fulfillment.

If you are mired in the February doldrums or generally at the age/stage of life where you are wondering “is this as good as it gets?”, then *The Highest Goal* may just be the tonic you need. However this book should come with a warning label for lawyers. In my experience a good number of lawyers lapse into intellectual elitism (snobbery). One has to be prepared to suspend judgment on the look of the book and some of its language.

In particular, the book cover depicting the author as an over-aged yuppie sitting in a lotus position, can cause one to jump to the conclusion that this is one of Oprah's picks. So too such pseudo-psychological verbiage

Business. He is a social psychologist and 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 Coleman and Paul Kaufman). Here is what to look for in *The Highest Goal*.

The opening chapter provides a clear example of what a highest goal is about through the example of Michael Bush (president of Terra Tech Wireless). You should first take a stab at completing your highest goal on page 2, but do it in pencil because it is almost certain that you will want to revise or restate it by the time you have finished the book. The remainder of Chapter 1 is worth a cursory glance at best.

Chapter 2 may be summarized with a single quote from Carl Jung: “who looks outside dreams, who looks within awakens.” In other words, your highest goal is less about extrinsic measures of success and all about finding what it is within that motivates you to achieve and to discover deeper meaning in life.