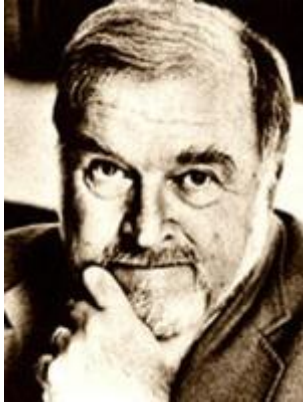


Prof. Csíkszentmihályi Mihály



Mihaly Csikszentmihalyi, born in 1934, is one of the greatest living psychologists of our age. He earned his fame by defining and providing a detailed description of the FLOW state. He has been seeking answer for the great question of our everyday life: finding happiness. No wonder that his lifetime research of the field and his justified answers made him famous today.

In the recent years, various management development schools have been discovering and rediscovering the theses of Csikszentmihalyi, Professor of Claremont Graduate University, California. The reason for this is the fact that organizations capable of fostering and sustaining long-term FLOW for their employees, can count on increased performance standards in the long run.

Csikszentmihalyi was almost 60 when he was discovered by the broader public. After a *Newsweek* article presenting his work, he was offered a publishing opportunity in 1988: to write a popular book on flow for the greater public. The professor's first reaction was a quick no. He treated scientific research as his first and key occupation. Finally, after intensive persuasion of the publishing agent, he agreed. The book, published in 1990, found its readers relatively slowly. But year after year, the theory had an increased number of followers and supporters, many among prominent people.

In 1993, the coach of *Dallas Cowboys* showed the Flow book right into the camera during a TV interview, stating that it had aided him in doing his best. Not much later, his team achieved its greatest successes in its history.

When the American and British press brought in 1997 that Bill Clinton named *Flow: The Psychology of Optimal Experience* as one of his favorite readings and Tony Blair mentioned its effect on his life, the book was already among bestsellers.

The ideas of Mihaly Csikszentmihalyi have been used in several fields in recent decades. His suggestions were invaluable for the creator of the Getty Center, Los Angeles – one of the richest private collections. NISSAN also sought his opinion while designing its newest models.

The Professor chose the Hungary-based ALEAS Group as a strategic partner to create leadership development e-learning course on the basis of *Good Business* for teaching how to foster and sustain flow in organizational environment.

Major Books by Professor Mihaly Csikszentmihalyi:

- FLOW – The Psychology of Optimal Experience;
- Good Business – Leadership, Flow and the Making of Meaning;
- Creativity – Flow and the Psychology of Discovery and Invention;
- The Evolving Self – A Psychology for the Third Millennium.