

LOCKE'S GOAL SETTING THEORY

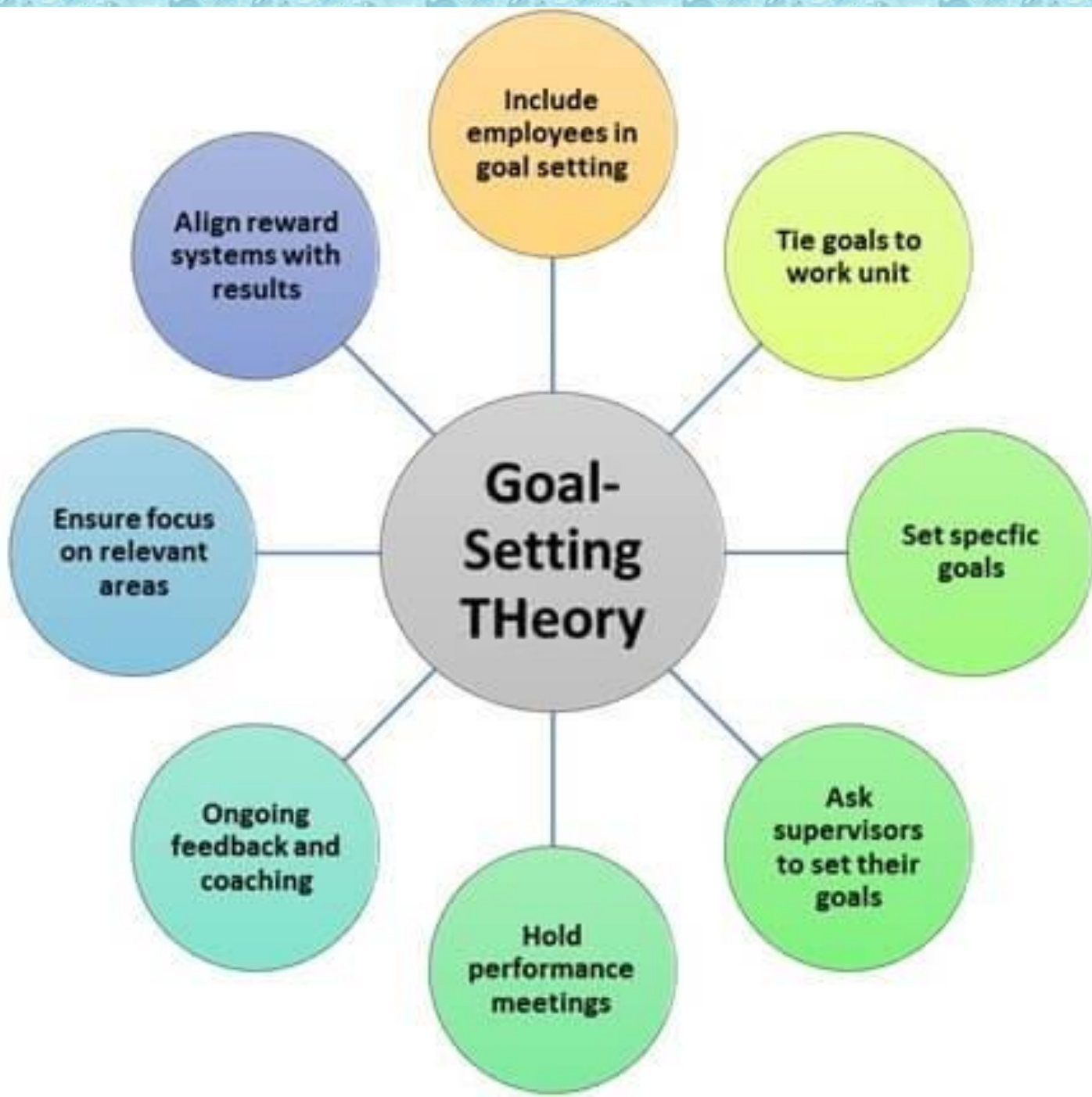
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Introduction

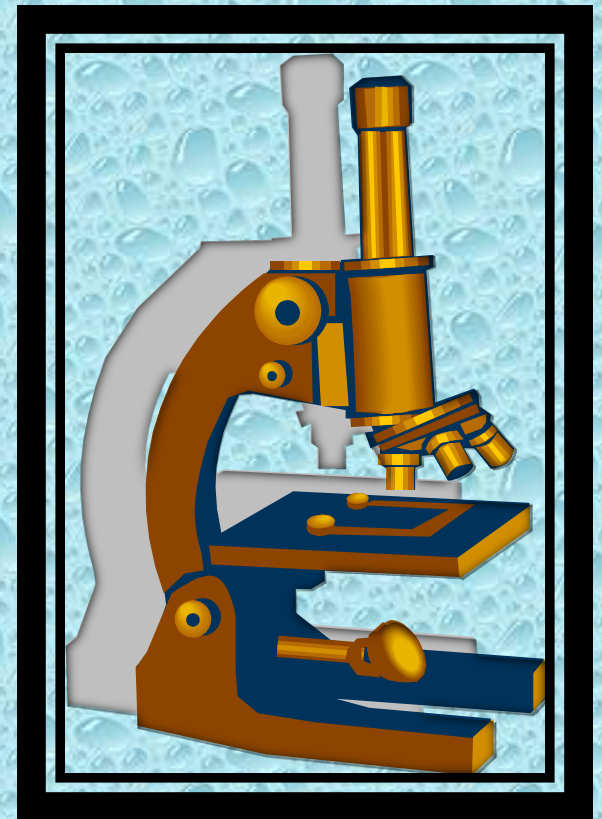


Edwin Locke is a American psychologist and pioneer in goal setting theory. In 1960 put forward the goal setting theory of motivation. The Goal Setting theory developed by him to explain “Human behavior in specific work situation. This theory based on the goals, motivations and intentions .



PRINCIPLE'S OF LOCKE'S GOAL SETTING THEORY

- CLARITY
- CHALLENGE
- COMMITMENT
- FEEDBACK
- TASK COMPLEXITY



Eventualities of goal setting theory

- Self efficiency
- Goal Commitment

ADVANTAGES OF LOCKES SETTING THEORY

- CLEAR PLANS
- INCREASE AWARENESS
- SPECIFIC PRIORITIES
- TECHNIQUES
- FEEDBACK QUALITY

DISADVANTAGES OF LOCKE'S GOAL SETTING THEORY

- The wrong goals
- Incentivizing Bad Behavior
- Stretching too far
- Lack of job satisfaction

Be Smart

S	Specific
M	Measurable
A	Assignable
R	Realistic
T	Time Based

**Setting goals is the first step in
turning the visible into the visible.**

-Tony Robbins



REFERENCE

- Mindtools.com
- Wikipedia



THANK YOU

