

GOAL SETTING THEORY

Goal setting theory is a psychological theory established by Edwin A. Locke, which emphasizes the importance of setting specific, challenging, attainable goals to reach higher performance. This theory is centered on the belief that when individuals are provided with specific, challenging goals, they become more motivated to achieve them.

For example, an individual may set a goal to lose weight by a certain date, but the goal may not be achieved without a clear plan of how to reach it. In addition, with periodic feedback and rewards, the individual will be more likely to stay motivated to reach their goal.

QUESTIONS

1. Can you give examples from your life where goal setting has positively or negatively affected your motivation, performance, or personal development?
2. How can understanding goal setting theory help you identify and address the potential impact of effective goal setting on your personal and professional development?

3. What strategies can you use to set SMART (Specific, Measurable, Achievable, Relevant, Time-bound) goals that align with your values, priorities, and aspirations and foster a sense of purpose and direction in your life?