

Video Transcript: "Goal Setting Theory"

<https://youtu.be/15FXwQGFQhM>

SPEAKER_1: A goal is a target, objective, or result that someone tries to accomplish. Goal setting theory says that people will be motivated to the extent to which they accept specific, challenging goals and receive feedback that indicates their progress toward goal achievement.

The basic components of goal-setting theory are goal specificity, goal difficulty, goal acceptance, and performance feedback.

Goal specificity is the extent to which goals are detailed, exact, and unambiguous. Goal difficulty is the extent to which a goal is hard or challenging to accomplish. Goal acceptance, which is similar to the idea of goal commitment, is the extent to which people consciously understand and agree to goals. Performance feedback is information about the quality or quantity of past performance and indicates whether progress is being made toward the accomplishment of a goal.

How does goal setting work? To start, challenging goals focus employees' attention (that is, direction of effort) on the critical aspects of their jobs and away from unimportant areas. Goals also energize behavior.