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### Competitive Exams: Goal Setting Theory

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- Propounded by Edwin Locke
- Specific goals (rather than generalized goal like “do your best”) increase performance and that difficult goals, when accepted, result in higher performance than do easy goals. This proposition is known as goal-setting theory.
- Completely unrealistic objectives that cannot be achieved are demotivating. To gain commitment to achieving the goals, true participation in setting them is essential.
- Intention to work toward a goal is major source of job motivation.
- People do better when they get feedback. Self-generated feedback where the employee is able to monitor his own progress is more powerful motivator than externally generated.
- Goal commitment, adequate self-efficacy & rational culture also influence goals-performance relationship.
- Commitment occurs when goals are made public, when the individual has an internal locus of control, and when the goals are self-set rather than assigned.
- Goal-setting theory is culture bound. It is well adapted to countries like US & Canada as its main ideas align reasonably well with North American Cultures.

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