





# Locke-Latham Goal-Setting Model

# **Challenge**

- Goal difficulty
- Goal clarity
- Self-efficacy

# **Mediators**

- Direction
- Effort
- Persistence
- Task strategy

A blue speech bubble graphic with a white border. The bubble has a rectangular body with rounded corners and a triangular tail pointing to the right. The word "Performance" is written in white, bold, sans-serif font across the center of the bubble.

**Performance**

An orange speech bubble with a white border and a white shadow. The bubble is rectangular with rounded corners and a triangular tail pointing to the right. The word "Rewards" is written in white, bold, sans-serif font in the center of the bubble.

**Rewards**



## **Moderators**

- Ability
- Goal commitment
- Feedback
- Task complexity



**Satisfaction**























































