

SAMPLE**Informative Speech Outline**

Name: Stu Dent

Topic: Locke's Goal-Setting Theory of Motivation

General Purpose: To inform

Specific Purpose: To inform my classmates about Locke's Goal-Setting Theory of Motivation

Thesis: Locke's Goal-Setting Theory of Motivation is a tool to help people establish intentional goals. Today I will be explaining the creation of Locke's Goal-Setting Theory of Motivation, its five principles, and how college students can apply it to their lives.

I. INTRODUCTION

- A. Attention-Getter:** I want to tell you about one of my most embarrassing moments. It was my first year of high school, and I was gearing up to give my first speech ever. When it came time for me to deliver my speech, my knees started shaking, my cheeks felt hot, and tears started streaming down my face. I ran out of class and told my teacher I could not do it. I was humiliated, so my teacher helped me set a goal to deliver a speech by the end of the semester.
- B. Credibility Statement:** Because of that goal I set in high school, I can now speak to you all today without running out of the room. Since then, I have continued to set goals for self-improvement.
- C. Relevance to Audience:** All of us are in college because we want to improve our skills and knowledge, and setting goals helps us do that.
- D. Thesis and Preview of Main Points:** Locke's Goal-Setting Theory of Motivation is a tool to help people establish intentional goals. Today I will be explaining the creation

of Locke's Goal-Setting Theory of Motivation, its five principles, and how college students can apply it to their lives.

Transition: To begin discussing Locke's Goal-Setting Theory, we will go back to its roots.

II. BODY

A. Main Point I: Locke's Goal-Setting Theory of Motivation was published by American psychologist, Edwin A. Locke (1968).

- 1. Subpoint:** Locke created the theory after realizing the power of setting specific and measurable goals rather than working toward general outcomes (Young, 2017).
- 2. Subpoint:** Locke's Goal-Setting Theory of Motivation is a blueprint of how actionable goals fuel motivation and improvement.

Transition: With the intention of the theory in mind, we will next look at its five principles.

B. Main Point II: The five principles of Locke's Goal-Setting Theory consist of clarity, challenge, commitment, feedback, and task complexity.

- 1. Subpoint:** The first principle is clarity. Clarity means goals must be specific and use a metric.
- 2. Subpoint:** The second principle is challenge. An easy goal is demotivating, so this theory believes goals should push people. "When people are challenged to do something, they often become inspired and committed to the task" (Northouse, 2018, p. 147).
- 3. Subpoint:** Commitment, the third principle, promotes understanding goals from the outset and sticking to them.

4. **Subpoint:** Feedback is the fourth principle, and it encourages people to evaluate themselves and have others hold them accountable. A study conducted by Krenn et al. (2013) showed that participants were more likely to raise the difficulty level of their tasks after receiving positive feedback.
5. **Subpoint:** Task complexity is the fifth principle, and it encourages choosing goals that are manageable and possible.

Transition: Now that I have detailed the theory, I will give some examples of these principles in practice.

C. Main Point III: Students can apply this theory of goal setting in college.

1. **Subpoint:** Using the principles can help students to set manageable, realistic, and achievable goals at the beginning of each semester for academic success.
2. **Subpoint:** Students can also use Locke's Goal-Setting Theory to set long-term goals for after college to stay motivated, keep on track, and prevent burnout.

Transition: Although conceptualized many decades ago, the theory remains applicable.

III. CONCLUSION

- A. **Thesis and Summary of Main Points:** Today I discussed Locke's Goal-Setting Theory of Motivation as a tool to help people set intentional goals. I explained the creation of Locke's Goal-Setting Theory of Motivation, its five principles, and how college students can apply it to their lives.
- B. **Audience Response Statement:** I hope you feel more knowledgeable about goal setting.
- C. **Wow Statement:** Just as I learned back in high school, one intentional goal can change the game.

References

- Krenn, B., Wuerth, S., & Hergovich, A. (2013). The impact of feedback on goal setting and task performance. *Swiss Journal of Psychology*, 72(2), 78–89. <https://doi.org/10.1024/1421-0185/a000101>
- Locke, E. A. (1968). Toward a theory of task motivation and incentives. *Organizational Behavior & Human Performance*, 3(2), 157–189. [https://doi.org/10.1016/0030-5073\(68\)90004-4](https://doi.org/10.1016/0030-5073(68)90004-4)
- Northouse, P. G. (2018). *Introduction to leadership: Concepts and practice* (4th ed.). Sage Publications.
- Young, J. (2017, December 13). *How Edwin Locke gave us the blueprint for modern goal-setting*. Peakon. <https://peakon.com/us/blog/future-work/edwin-locke-goal-setting-theory/>