

SAMPLE**Informative Speech Outline**

Name: Sally Star

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 set intentional goals.

I. INTRODUCTION

- A. Attention-Getter: I want to tell you about the time I abandoned my team. I was a first-year student in high school, I was on the track team, and I was gearing up to run my first race. When it came time for me to run, my knees started shaking, my cheeks felt warm, and tears started streaming down my face. I told my coach I could not do it. I was highly embarrassed, so I set a goal to become a more confident athlete.
- B. Credibility Statement: Because of the goal I set in high school to become a more confident athlete, I am now on a collegiate track team. To this day, I am constantly setting goals to improve my performance.
- C. Relevance to Audience: All of us are here because we want to become better public speakers, and setting goals helps us do that. Setting goals is essential for improving our behaviors. As Morreale (2010) states, "Goal setting works because it gives you an organized structure for behavioral change" (p. 56).

- D. Thesis and Preview of Main Points: Locke's Goal-Setting Theory of Motivation is a tool to help people set intentional goals. Today I will be explaining the conception 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 all the way back to its conception.*

II. BODY

- A. Main Point I: Locke's Goal-Setting Theory of Motivation was published by American psychologist, Edwin A. Lock (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: *Now that you have a better understanding of how Locke's Goal-Setting Theory of Motivation came about, we will 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 you.

- a. “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, means you should understand goals from the outset and stick to them.
4. Subpoint: Feedback is the fourth principle, and it reminds us to evaluate ourselves and have others hold us accountable to our goals.
 - a. 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 reminds us to choose goals that are manageable and possible.

Transition: Now that you know the five principles of Locke’s Goal-Setting Theory of Motivation, you can think about it in practice as students.

- C. Main Point III: Students can apply Locke’s Goal-Setting Theory of Motivation to ensure success.
 1. Subpoint: Students can use the theory to set manageable, realistic, and achievable goals at the beginning of each semester.
 2. Subpoint: Students can also use Locke’s Goal-Setting Theory to set bigger-picture goals for after college. This could help students stay motivated and on track to prevent burnout.

Transition: Although conceptualized many decades ago, Locke’s Goal-Setting Theory of Motivation can still be applied today.

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 conception 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 now have a larger toolbox when it comes to goal-setting.
- C. Wow Statement: After dropping out of that race years ago, I used this theory to stop digging for gold and start digging for goals.

References

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- 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)
- Morreale, S. P. (2010). *The competent public speaker*. Peter Lang Publishing.
- Northouse, P. G. (2018). *Introduction to leadership: Concepts and practice* (4th ed.). Sage Publications.
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