

Employee Goal Setting

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Every employer wants to know the secret to employee motivation. Since the 1970s, Gary Latham has been investigating methods to boost employee performance. His primary interests lie in motivation, performance management, and training. Latham has also co-developed the theory of and conducted extensive research on goal setting, as well as ways employers can use goals to effectively increase job performance and job satisfaction. His studies have revealed that employees perform better when they are given specific, challenging goals compared to easy goals or no goals at all. Latham compiled the results from his goal setting studies and other research into a book for managers entitled, *Becoming the Evidence-Based Manager: Making the Science of Management Work for You*. He is the recipient of the [APS James McKeen Cattell Fellow Award](#) for his [lifetime of significant intellectual achievements](#) in applied psychological research and their impact on a critical problem in society at large.

[Watch Latham's Award Address](#) at the [23rd APS Annual Convention](#).