

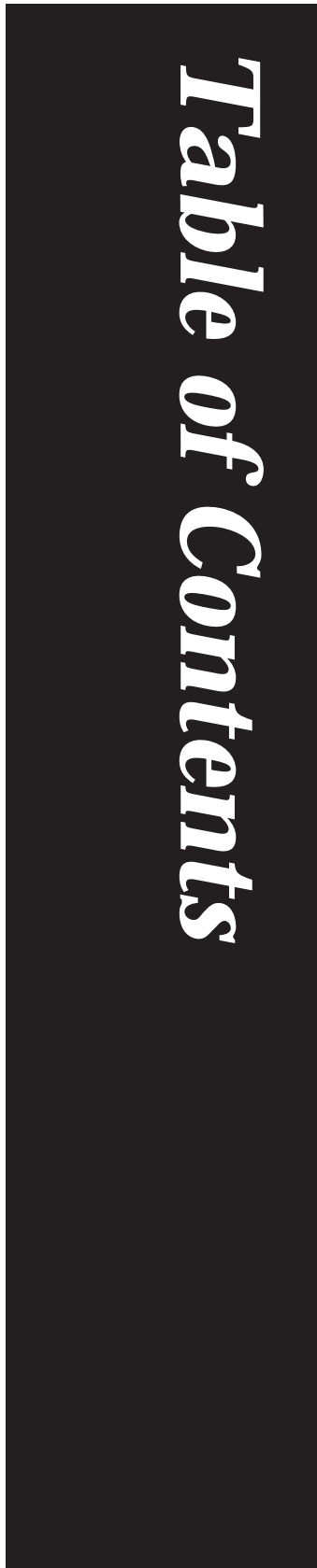
Certified Travel Counselor (CTC) Program

Skill Area: Professional Development Elective

Goal Setting and Motivation



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Overview

One of the most significant challenges facing travel industry businesses today is keeping employees focused on achieving organizational goals. Productivity, or the need to maximize results by working smarter, is key to being able to compete successfully in a changing marketplace. But how do you keep your employees focused on organizational goals?

Most industrial psychologists and management experts will tell you that the answer lies in knowing how to motivate your employees. Highly motivated workers are not only happier but also significantly more productive. So the question becomes, How do you motivate your employees?

This course takes an in-depth look at motivation and its relationship to setting and achieving goals with your employees. We present several viewpoints of motivational theory, along with some practical advice on how to find out what motivates your own employees. Once you have a basic understanding of motivation, we'll examine the link between motivation and goal setting. You'll learn what goals are, how to write clear goals, and how to set performance goals for your staff members. Finally, we discuss how to design and implement a goal-setting system to increase productivity in your own organization.

Learning Outcomes

After completing the readings and activities of *Goal Setting and Motivation*, you will be able to

- Recognize the motivational needs of yourself and others.
- Apply motivational principles to improve job performance.
- Explain the importance of effective goal setting.
- Write SMART (specific, measurable, action- and results-oriented, reasonable, and trackable) goals.
- Design and implement a goal-setting system.

