



## **End of the Year Goal Setting Campaign Supports Community in Professional Presence and Personal Effectiveness Initiatives**

*Professional development firm, Employee Development Systems, Inc. leads the way in helping professionals establish and accomplish goals by providing data-based information on successful goal setting. Employee Development Systems, Inc. has developed Values Survey that helps define and prioritize a core value system, which is inextricably tied to successful goal setting. This Survey is being shared with the business community.*

Denver, CO ([PRWEB](#)) December 08, 2011 -- Goal-Setting Research

The pioneering research of Dr. Edwin Locke, published in his article, "Toward a Theory of Task Motivation and Incentives," stated that employees were motivated by clear goals and appropriate feedback. His subsequent conclusion was that working toward a goal provides a strong source of motivation to reaching the goal. This also improved future performance. Dr. Locke released this article in 1968, and 40 years later, his findings still ring true. The research of Dr. Gary Latham followed up Dr. Locke's assertion. Dr. Latham also studied the effect of goal setting in the workplace, and his results supported the inseparable link between goals setting and performance. Employee Development Systems, Inc. has developed a Values Survey to help increase core values awareness as a foundation for successful goal setting and achievement.

In 1990, Locke and Latham published their work, "A Theory of Goal Setting and Task Performance," in which they reinforce the need to set specific and difficult goals, and they outlined three other characteristics of successful goal setting.

According to Locke and Latham, to be successful, goals must have the following traits:

1. Clarity
2. Challenge
3. Commitment
4. Feedback
5. Task complexity

### Goals and Values Connection

Whether in the professional or personal realm, goals that are in line with core values are intrinsically motivating. Sometimes core values are forgotten or people are unaware of their own core value system. Improved self-awareness increases the probability of effectively setting and accomplishing goals.

Because many professionals are unaware of their own values, they also have difficulty defining appropriate goals and find themselves trying to impose motivation tricks and tools on themselves, essentially using will power to continue aspiring toward their chosen goal. Will power eventually gives out, opening up a cycle of goal setting, straining with will power to succeed, and then failing. Aligning goal setting with core values allows will power to take an ancillary role and do less heavy lifting in the process.

There are ten basic ways to rank personal and professional values, which can be measured with the complimentary Values Survey that Employee Development Systems, Inc. is providing as an attachment here. Understanding one's own Values Ranking will help in setting attainable goals. Here are the ten rankings that



will be revealed in the Values Survey.

1. Approval -others' acceptance or support
2. Achievement -getting things done
3. Change & Variety -new, different situations or experiences
4. Belonging-affection and inclusion
5. Creativity -originating new ideas or solutions
6. Dominance -making decisions, being in charge
7. Independence -self-reliance, being on your own
8. Security –safety, stability and predictability
9. Loyalty –commitment to long-lasting relationships
10. Recognition –acknowledgement for accomplishments

Readers are encouraged to print out and complete the attached Values Survey. The simple scoring rubric establishes value rankings, which should then be used to set personal and professional goals.

Employee Development Systems Inc. helps organizations develop professional presence and personal effectiveness in their workforce with training courses, assessments and surveys. Our programs give clients the tools they need to become industry leaders. Readers are encouraged to utilize the multimedia tools on our website to continue improving professional presence and personal effectiveness, including our leadership twitter feed, [Workplace Professionalism Blog](#) and [monthly ideacasts](#) as well as the specialized twitter feeds for these personal and professional development areas:

Personal Accountability and Professionalism

[@edsiusa](#)

Increasing Personal Effectiveness

[@IPEffectiveness](#)

Professional Presence in a Casual World

[@Prof\\_Presence](#)

Communicating to Manage Performance

[@ManagePerform](#)

About Employee Development Systems, Inc.

[Employee Development Systems, Inc.](#) is a Colorado-based professional development firm that was founded in 1979 and offers employee development, management development, leadership and professionalism courses and accompanying behavioral style assessments, surveys and other tools. Employee Development Systems, Inc. provides services worldwide to Fortune 500 clients as well as small to medium-sized businesses.

The organization's mission is to enhance the interpersonal skills needed to perform at a more productive level, to develop a workforce that adapts to change, and is creative and innovative and to make the client organization the employer of choice. This is accomplished through establishing trust, building relationships and fostering behavioral change. Employee Development Systems, Inc. training and development initiatives address employee engagement, multiple generations in the workplace and the ramifications of social media and collaboration.

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**Online Web 2.0 Version**

You can read the online version of this press release [here](#).