

Bandura's self-efficacy and  
Social Learning Theory  
The power of knowing

# What is self-efficacy?

“Self-efficacy is defined as people’s beliefs about their capabilities to produce designated levels of performance that exercise influence over events that affect their lives”

Albert Bandura



# What does it mean?

Self-efficacy is a person's belief in his or her ability to succeed in a particular situation.

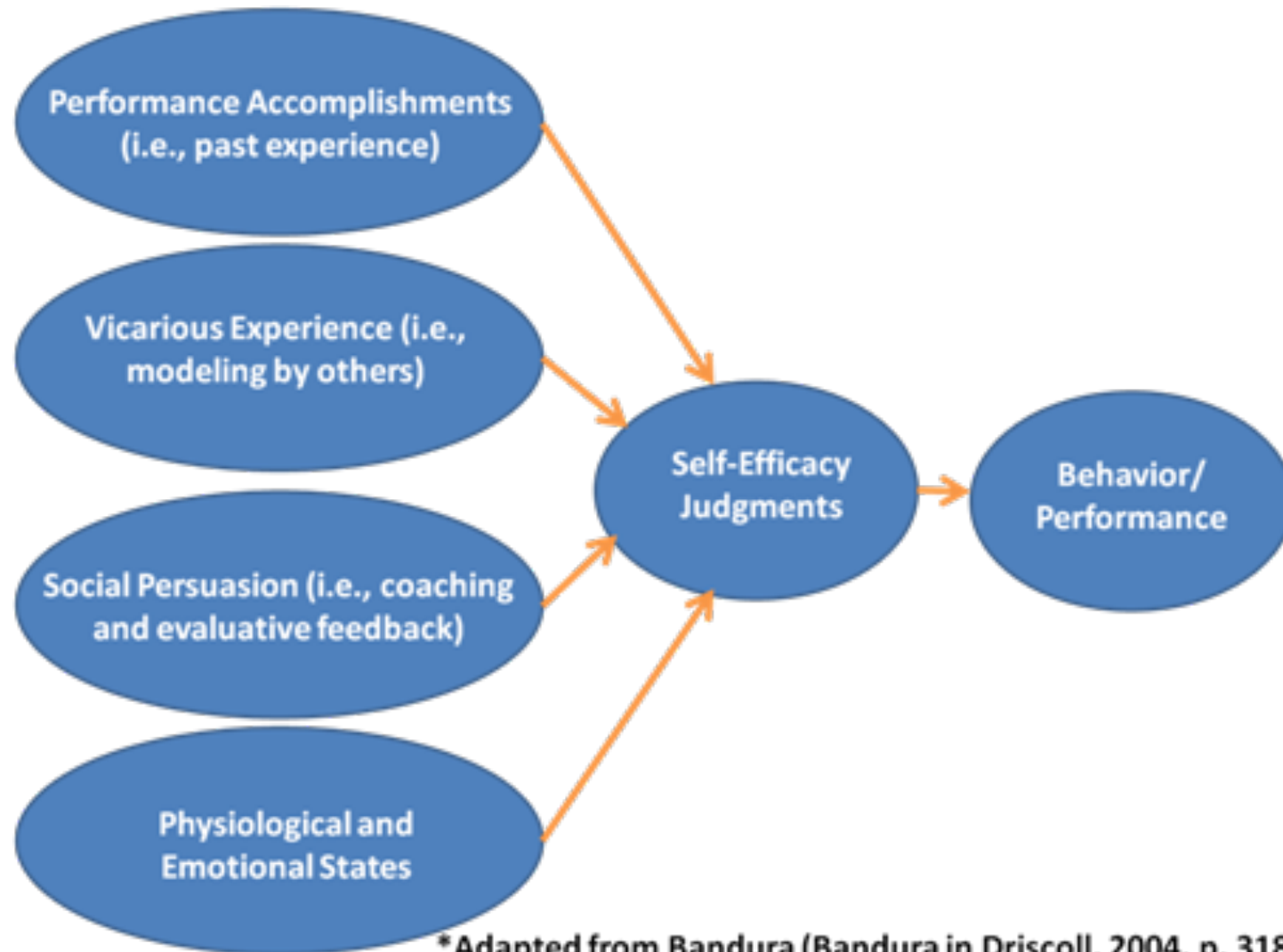
These beliefs determine how people think, feel and motivate themselves and behave.



***"If you think you can, or if you think you can't –  
you are right!"***

Henry Ford

# How can you raise your Self-Efficacy?



\*Adapted from Bandura (Bandura in Driscoll, 2004, p. 318)

# The role of self-efficacy

Individual's self-efficacy plays a major role in how goals, tasks, and challenges are approached.

Self-efficacy is not itself an ability, but rather a perception of one's capabilities.



# The role of self-efficacy

*People with a weak sense of self-efficacy*

- Avoid challenging tasks
- Believe that difficult tasks and situations are beyond their capabilities
- Focus on personal failings and negative outcomes
- Quickly lose confidence in personal abilities
- Give up easily

# The role of self-efficacy

*People with a strong sense of self-efficacy*

- View challenging problems as tasks to learn
- Develop deeper interest in the activities in which they participate
- Form a stronger sense of commitment to their interests and activities
- Recover quickly from setbacks and disappointments



# Affects of self-efficacy on performance levels

- Self-efficacy affects the goals that employees choose.
- Self-efficacy impacts learning as well as the effort that employees exert on the job.
- Self-efficacy will influence the persistence with which a person will attempt to learn a new and difficult task.

- Arrange a date and time 10 to 14 days in the future (only with your team member's present at the last training) for a conference call or meeting to discuss the reflective questions below.

### **Reflective questions:**

- Consider a time when someone said something positive and encouraging that helped you achieve a goal. How did they motivate you?
- Over the next 4 weeks begin to notice positive beliefs of 'I can' and any limiting beliefs of 'I can't'. Make a note in your reflection diary every Friday
- To continue to notice other people's motivators – make a note in your own reflection diary