



CPI

Criteria Personality Inventory

Description

Personality testing can yield valuable insights into future job performance. The CPI is a personality inventory grounded in the theory of the most widely accepted taxonomy of personality, the “Big Five” personality traits: Extraversion, Conscientiousness, Agreeableness, Openness, and Stability. Research has shown that three of the “Big Five” traits are often linked to job performance: Conscientiousness, Agreeableness, and Extraversion. The Conscientiousness scale has been shown to be correlated to job performance in a wide range of jobs. Agreeableness and Extraversion have been shown to correlate with performance for jobs that require frequent interaction with people.

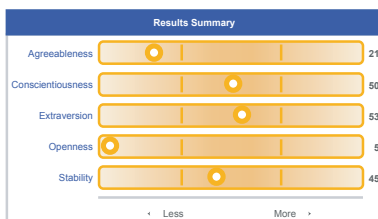


Criteria Personality Inventory (CPI) - Score Report

The CPI is a personality assessment based on the most widely accepted system for classifying personality: the “Big Five” personality traits. Scores for each scale are expressed as percentile rankings, and reflect how each test-taker rates for a given trait, compared to all other test-takers. It is important to note that, as with other personality tests, there are no “high” or “low” scores on the CPI; rather, people with certain traits will tend to perform better at certain jobs. For example, a person with a score of 90th percentile in extraversion is more extraverted than 90% of the population (or more introverted than only 10%), and this may be an asset or a liability, depending on the nature of the job.

Candidate Information		Agreeableness	
Name:	Amy Wilson	Conscientiousness	
Position:	Salesperson	Extraversion	
Test date:	Jun 04, 2007	Openness	
Test event ID:	CRI-4418-QJIE	Stability	

Results Snapshot	
• Skeptical and objective in evaluating others	• Responsible, diligent
• “Ambivert”; can be productive in solitary or social work situations	• Practical, down-to-earth
• Conventional, favors familiar over novel	• Generally even-tempered



Agreeableness

The agreeableness scale measures an individual’s tendencies with respect to social harmony and getting along with others.

Those with low agreeableness scores tend to be more skeptical about the motives of others, and are less inclined to be accommodating to other people in order to foster social harmony. Because such individuals are often better equipped than highly agreeable individuals to make tough, objective decisions, they are generally well suited to positions that require objective, disciplined problem solving; these positions could include managerial positions, judges, lawyers, scientists, soldiers, and traders. Similarly, a low agreeableness score can also be an asset in a sales or executive position, because highly cooperative salespeople/executives will often be too willing to accommodate others and therefore not best represent the company’s interest in dealings with customers or partners.

Because less agreeable people can at times be uncooperative or even unfriendly, individuals with low agreeableness are generally NOT well suited to customer service, and can run into problems when working in team-based environments.

INTERVIEW GUIDE

When a person scores in the low range for a job that would seem to require a high score, sample interview questions might include:

1. How would you handle a situation in which you really did not get along with a co-worker, with whom you had to work closely?
2. Describe a conflict that you have experienced working as part of a team, and how you resolved it.
3. Have you ever grown frustrated or angry with a customer, and how would you deal with a situation in which a customer was being unreasonably demanding?

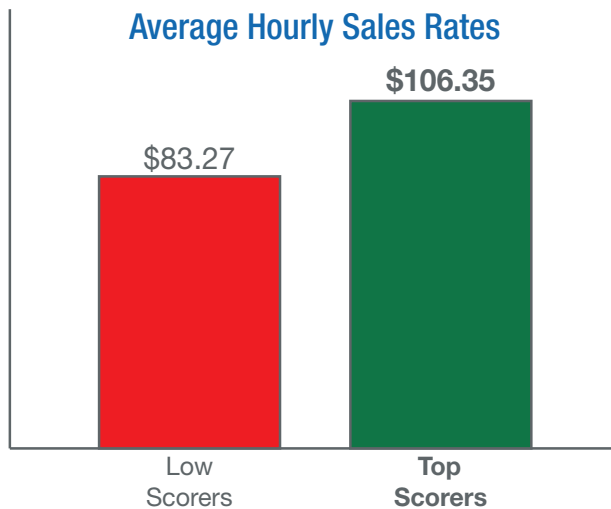
Score Reports

There are no right or wrong answers on personality tests; however, individuals with certain personality traits may be better suited for some jobs than others. For example, individuals who are relatively extraverted typically perform better in sales jobs than do individuals who are introverted. The CPI score report provides a percentile ranking for each of the “Big Five” traits.

Validity Information

The CPI's scales measures for the "Big Five" personality traits have been shown to be closely correlated with other well-known measures of these same traits. For example, in a sample of 159 individuals who took both the CPI and the Sales Achievement Predictor, the observed correlation between the CPI's Extraversion rating and the SalesAP's Extraversion subscale was .51, and the correlation between Agreeableness and the SalesAP's Personal Diplomacy subscale was .55.

Scores for individual traits have also been shown to correlate strongly to job performance for positions in which these traits are considered assets. For example, in a sample of salespeople at a retail store with 8 locations (total sample size 37), there was a significant positive correlation of .35 between scores on the CPI's Extraversion scale and sales productivity (as measured by average sales per hour). Furthermore, top scorers on the Extraversion scale (75th - 99th percentile) produced average hourly sales rates of \$106.35, whereas those scoring in the lowest range (1st - 25th percentile) averaged only \$83.27 in hourly sales.



Standardization Sample

Norms for the Criteria Personality Inventory were developed using a sample of approximately 2,000 individuals. The sample was made up of adults aged 18 and older who were being assessed for employee selection purposes at over 75 companies in a wide variety of industries.

The "Big Five" Personality Traits

Agreeableness: The extent to which an individual values social harmony and getting along with others.

Conscientiousness: The extent to which an individual is responsible, organized, dependable and reliable.

Extraversion: The extent to which an individual is gregarious, assertive, and comfortable around others.

Openness: The extent to which an individual is imaginative and creative, as opposed to conventional.

Stability: The extent to which an individual will remain even-tempered and calm, as opposed to reacting emotionally to negative events.