Criteria

Assessment Guide

Types of Assessments

Our assessments are designed to help you learn more about your candidates.

Aptitude: Can the person do the job? Aptitude assessments measure critical thinking, problem-solving capability, and learning ability. Research shows that cognitive aptitude is one of the most accurate predictors of job performance.

Personality: Will the person be comfortable in the job? Personality assessments measure job fit based on a candidate's behavioral traits and competencies.

Emotional Intelligence: Can the person perceive, understand and manage emotions? Emotional intelligence assessments measure the ability to interpret emotional information, and manage their own and others' emotions effectively.

Risk: How likely is the person to take risks on the job? Risk assessments predict whether candidates will follow rules, support safe work practices, and be reliable, conscientious employees.

Skills: What skills or competencies does the person have right now? Skills assessments measure acquired knowledge that the candidate has already developed. This measures current competencies, not the ability to learn new skills or to adapt over time.

Interviewing: What skills and experience does the candidate have? Structured interviews are one of the most predictive types of assessments. They ensure every candidate has the same experience to mitigate bias and support objective, data-driven hiring decisions.

Selecting the Right Combination of Assessments

Every organization has unique needs, but we can offer a few basic tips for how to select the right assessments for your roles.

Tip #1:

We typically recommend pairing an aptitude assessment with a personality assessment to get a well-rounded view of each candidate. Skills, emotional intelligence, and risk assessments can be added as needed depending on the role.

Do not be surprised if you find yourself choosing the same tests for multiple jobs – this is very common practice. The most important thing to keep in mind when selecting tests is to make sure they are assessing qualities that are job-related. For example, our most popular assessments, the CCAT and EPP, measure qualities that are universally relevant to nearly all jobs. If those assessments are right for your role, you can customize the reports to fit the profiles for specific positions or job families.

Tip #2:

Try to keep the total assessment time under 40-45 minutes. Our data shows that most candidates are perfectly willing to take assessments for up to 45 minutes, but after that threshold, you may start to see some candidate drop-off. If more testing is necessary, you can stagger the tests at different stages of the hiring process.

Tip #3:

Get a stronger talent signal by adding structured interviews alongside assessments to make better, more informed talent decisions. Structured video interviews create consistency in your screening process and ensure you compare candidates fairly by assessing them with a clear, standardized, and objective rating system.

Aptitude Assessments

Criteria Cognitive Aptitude Test (CCAT) *– 50 questions in 15 minutes*

High level aptitude assessment that measures critical thinking, problem solving, and learning ability through math, verbal, and spatial reasoning questions.

Can someone do the job for high level positions?

- **Common Use:** Used for high level roles that require or prefer a college education.
- **Notes:** For an easier version that is more suitable for entry level roles or roles that do not require a college education, see the Criteria Basic Skills Test (CBST) in the Skills section. Do not pair the CCAT with the CBST, Universal Cognitive Aptitude Test (UCAT), or Cognify, as the information will be redundant.
- **Example Positions:** Project Managers, Supervisors, Accountants, Sales Engineers

Universal Cognitive Aptitude Test (UCAT) *– 40 questions in 20 minutes*

High level aptitude assessment that measures critical thinking and problem solving through math, reasoning, and attention to detail questions. The assessment is similar to the CCAT but does not measure verbal ability, making it well-suited as a cognitive aptitude assessment for international roles.

Can someone do the job for high level positions, without asking language-specific verbal questions?

- **Common Use:** Used for high level, technical, and scientific positions where English is not the first language. Used for roles where language is not an important component of the role.
- **Notes:** Available in other languages for a small fee. Can be translated into additional languages for a fee. Do not pair the UCAT with the Criteria Cognitive Aptitude Assessment (CCAT), the Criteria Basic Skills Test (CBST), or Cognify, as the information will be redundant.
- **Example Positions:** Developers, Managers, Accountants, Computer Programmers

General Aptitude Mobile Evaluation (GAME) *– 5-6 minutes*

Mobile-first, game-based assessment of cognitive aptitude.

Can someone do the job, through a quick and fun game?

- **Common Use:** Used for a variety of entry to high level roles. Because it is short and makes for an engaging candidate experience, it is often placed at the start of the hiring process.
- **Notes:** Works on both mobile devices and desktops. It is an adaptive test, meaning that it adapts to the test taker's level. This makes the test difficulty appropriate for all levels.
- **Example Positions:** Cashiers, Project Managers, Financial Analysts

Cognify *– 15 minutes*

Game-based assessment of cognitive ability that measures a candidate's problem-solving ability, critical thinking, and reasoning.

Can someone do the job for mid to senior level positions?

- **Common Use:** Used for advanced, professional roles that require or prefer a college education.
- **Notes:** Do not pair Cognify with the CCAT, CBST or UCAT, as the information will be redundant.
- **Example Positions:** Sales, IT, Marketing, Content Writers/Editors, Customer Success/Support

UCognify *– 10 minutes*

A language-independent, game-based assessment of cognitive ability that's suitable for international roles. UCognify measures a candidate's problem-solving ability, critical thinking, and reasoning.

Can someone do the job for mid to senior level positions?

- **Common Use:** Used for advanced, professional roles that require or prefer a college education.
- **Notes:** Do not pair UCognify with the CCAT, CBST or UCAT, as the information will be redundant.
- **Example Positions:** Sales, IT, Marketing, Customer Success/Support

Criteria Mechanical Reasoning Assessment (CMRA) *– 30 questions in 15 minutes*

Mechanical reasoning assessment that measures a candidate's mechanical aptitude and reasoning ability.

Does someone have mechanical common sense? A shorter, lighter, mobile-first assessment of mechanical reasoning.

- **Common Use:** Roles that work with or maintain machinery.
- **Notes:** Only 15 minutes and optimized for mobile. Do not pair with the Wiesen Test of Mechanical Aptitude (WTMA), as the information will be redundant.
- **Example Positions:** Maintenance Technicians, Electricians, Service Technicians

Wiesen Test of Mechanical Aptitude (WTMA) *– 60 questions in 30 minutes*

Mechanical aptitude assessment that measures a candidate's mechanical aptitude, or their ability to learn to use, maintain, and repair equipment and machinery.

Does someone have mechanical common sense?

- **Common Use:** Roles that work with or maintain machinery.
- **Notes:** Do not pair with the Criteria Mechanical Reasoning Assessment (CMRA), as the information will be redundant.
- **Example Positions:** Maintenance Technicians, Electricians, Service Technicians

Criteria Attention Skills Test (CAST) *– 10 minutes*

Short aptitude assessment that measures a candidate's concentration and ability to sustain focus on one or more tasks while avoiding distractions.

Can someone concentrate on tasks despite visual distractions?

- **Common Use:** Roles that require visual attention like drivers, air traffic controllers, and security guards.
- **Notes:** Not ideal for many office jobs as it does not give the full breadth of aptitude that the CCAT/UCAT/CBST would. Cannot pair with the Minicog Rapid Assessment Battery as the CAST is a shorter version of the MRAB.
- **Example Positions:** Drivers, Gaming Dealers, Assembly-line Workers

MiniCog Rapid Assessment Battery (MRAB) *– 35 minutes*

Aptitude assessment that measures a person's information processing functions.

Mental fitness test developed for NASA to measure the cognitive functions of astronauts when in space

- **Common Use:** Positions that require extremely high-level cognitive fitness. Rarely used!
- **Notes:** Not ideal for most office jobs.
- **Example Positions:** Astronauts, Air Traffic Controllers, Network Administrators, and Navy SEALs

Personality Assessments

Illustrait – *number of questions varies depending on competencies assessed, approximately 5-10 mins.*

Hyper-targeted, job-relevant assessment of the specific competencies required for successful performance in a role.

Does someone have the behavioral traits and competencies to succeed in a role?

- **Common Use:** all roles, particularly those with specific requirements
- **Notes:** Illustrait gives you a highly flexible way to assess the specific behavioral traits and competencies that predict successful performance in any job, including those with unique requirements.
- Our platform can recommend the relevant Illustrait competencies for over 900 O*NET jobs, or you can choose from our extensive library of 38 individual competencies.
- Candidates only complete questions related to the selected competencies, making the assessment brief, hyper-targeted and highly job-relevant. The score report outlines their competency potential for a specific role and outlines the behaviors you can expect the candidate to display in terms of each competency.
- You can also choose to receive a general Work Styles report for each candidate, which gives you a broad, universally applicable overview of the candidate's traits and how they express themselves at work, which is particularly useful when onboarding a successful hire.

Employee Personality Profile (EPP) – *140 prompts, approximately 10 minutes*

General personality assessment that measures twelve personality traits that provide insight into a person's work style and how they are likely to interact with co-workers, management, and customers.

Will someone be comfortable in a role?

- **Common Use:** It's our most versatile personality test and can be applied to all types of roles.
- **Notes:** Looks at 12 personality traits and matches candidates to 12 job families. It is best to think of these as families or profiles, instead of specific job titles. Includes recommended interview questions to aid in the hiring process. Do not pair with the Customer Service Aptitude Profile (CSAP) or the Sales Achievement Predictor (SalesAP), as the information will be redundant.
- The "Sales" profile on the EPP is geared toward a more consultative sale, that entails relationship building and follow-ups. For a more transactional sales role like retail or cold calling, see the Sales Achievement Predictor.
- In addition to the traditional score report, the EPP generates the Workplace Insights report, a unique score report that you can choose to share with candidates. It identifies a candidate's strengths and areas for development, incentivizing candidates to complete testing and creating a brand-positive experience.

Customer Service Aptitude Profile (CSAP) – *140 prompts, approximately 10 minutes*

Personality assessment that measures key customer service personality traits to determine someone's comfort in that style of role.

Will someone be comfortable in a customer service role?

- **Common Use:** All types of customer service roles.

- **Notes:** Only appropriate for customer service roles. Easy to read results (Highly Recommended, Recommended, Not Recommended). Can also receive Sales Achievement Predictor results from CSAP.
- The EPP also has a "Customer Service" profile on it. The CSAP and EPP are both suitable for customer service roles, but we advise using one or the other, not both. There are three main differences: how the report is expressed (CSAP is a bucketed response vs. EPP is a numerical value % match), the number of profiles (CSAP has 2 vs. the EPP has 12), and the EPP has custom interview questions, but the CSAP does not.

Sales Achievement Predictor (SalesAP) *– 140 prompts, approximately 10 minutes*

Personality assessment that measures key sales personality traits to determine someone's comfort in that style of role.

Will someone be comfortable and successful in a traditional/transactional sales role?

- **Common Use:** Direct sales roles, focusing on closing and cold calling.
- **Notes:** Easy to read results (Highly Recommended, Recommended, Not Recommended). Can also receive Customer Service Aptitude Profile results from SalesAP.
- The EPP also has a "Sales" profile on it. The SalesAP and EPP are both suitable for sales roles, but we advise using one or the other, not both. The type of sales the SalesAP is geared toward are traditional, transactional sales, like retail, cold calling, or appointment setting. For sales roles that are more consultative, entailing a lot of relationship building and follow-ups, see the Employee Personality Profile.

Criteria Personality Inventory (CPI) *– 100 prompts, approximately 10 minutes*

Broad personality test that looks at key characteristics based on the Big Five.

Big five personality assessment

- **Common Use:** Appropriate for all types of positions.
- **Notes:** If no Big Five experience, we recommend using the EPP instead for more context. Ideal when the reader of the report has a good understanding of the Big Five, as this assessment does not provide job matches.

Workplace Alignment Assessment (WAA) *– 20 work preferences, approximately 10 minutes*

Measures the degree of alignment between a candidate's most important work preferences and the environment the organization provides, to identify people who will be more engaged, committed and satisfied at work.

Will someone be committed to your organization?

- **Common Use:** All roles, especially where tenure and commitment is important.
- **Notes:** The WAA is a "double-sided" assessment, that compares the candidate's work preferences with the environment the organization offers to its employees. Someone who is very familiar with the job and the organization should complete the organizational profile; usually this would be the position supervisor.

Emotional Intelligence Assessments

Emotify – *Approximately 20 minutes*

An ability-based assessment that measures Emotional Intelligence (EI) by assessing an individual's ability to accurately perceive, understand and manage emotions.

Can someone perceive emotions and and understand emotional information appropriately? Can they manage their own and others' emotions effectively?

- **Common Use:** Ideal for roles that require self-awareness and empathy, or where interpersonal interaction is a job requirement.
- **Notes:** Features three brief game-based assessments, providing a positive and engaging candidate experience. The score report includes dynamic interview questions to aid in the hiring process.
- **Example Positions:** Leadership roles, Customer Service, Human Resources, Healthcare, and Sales

Risk Assessments

Workplace Productivity Profile (WPP) – *50 prompts, approximately 7 minutes*

Behavioral risk assessment used to help predict whether a person will be a conscientious, productive, and reliable employee.

Is someone likely to follow the rules?

- **Common Use:** Entry to mid-level roles where rule following is very important.
- **Notes:** Should not be used for high level roles that require critical thinking or management. Scoring: High, Medium, Low – both High and Medium are good scores. Scoring invalid is not a good thing on this test, and should be likened to scoring "Low."
- **Example Positions:** Interns, Cashiers, Delivery Drivers, In-Home Healthcare Providers

Workplace Safety Profile (WSP) – *46 prompts, approximately 7 minutes*

Risk assessment that is used to help predict whether an individual will follow safety rules, support safe work practices, and avoid accidents and injuries at work.

Will the person follow safety rules and avoid accidents at work?

- **Common Use:** Ideal for positions that are safety-critical, and especially for front-line roles where following safety procedures is essential to ensure a safe workplace.
- **Notes:** Not recommended for office roles.
- **Example Positions:** Construction, Manufacturing, Technicians, Laborers, Mining, Warehouse

Skills Assessments

Criteria Basic Skills Test (CBST) – *40 questions in 20 minutes*

Assessment of job-readiness and trainability that measures the basic math and verbal skills that are linked to long-term performance in a wide variety of entry-level jobs. The CBST is often used as an easier version of the CCAT.

Can someone do the job for entry to mid-level positions?

- **Common Use:** Used for entry to mid-level roles, typically roles that would not require or expect a college education.
- **Notes:** Do not pair with the Criteria Cognitive Aptitude Test (CCAT), the Universal Cognitive Aptitude Test (UCAT), or Cognify, as some of the information will be redundant.
- **Example Positions:** Administrative Assistants, Drivers, Call Center Customer Service, Retail Sales Representatives

Computer Literacy and Internet Knowledge (CLIK) – *25 questions in 13 minutes*

Skills assessment that measures a person's proficiency with using internet browsers, chat and common desktop applications. Measures basic computer and internet comfortability.

- **Common Use:** Positions where basic computer skills are required.
- **Notes:** Very basic, will not assess advanced computer skills.

Criteria Language Proficiency Test (CLPT) – *Two versions, 7-21 minutes depending on the skills assessed*

Measures English language proficiency in a fast, customizable way. Assesses reading comprehension, spelling and grammar, listening comprehension, and writing ability.

- **Common Use:** Roles that require proficiency with the English language, including customer service, call center, order fulfillment, technical support, transportation and logistics, and international business roles.
- **Notes:** Assess beginner through to advanced proficiency with English language.

Microsoft Excel (EXCEL) – *Two versions: Excel 365 Interactive includes 3 simulations and 12 questions and takes 7 minutes; Excel 365 includes 12 questions and takes 5 minutes.*

Measures proficiency with a wide range of functions in Excel.

- **Common Use:** Roles that require Excel proficiency including Administrative Assistants, Financial Analysts, Accountants, and Auditors.
- **Notes:** Assess basic through to advanced level Excel skills.

Microsoft Word (WORD) – *12 questions in 5 minutes*

Measures proficiency with a wide range of functions in Word.

- **Common Use:** Roles that require Word proficiency including Administrative Assistants, Executive Assistants, Customer Service Representatives, Paralegals, and Receptionists.
- **Notes:** Assess basic through to advanced level Word skills.

Microsoft PowerPoint (PPT) *– 12 questions in 5 minutes*

Measures proficiency with a wide range of functions in PowerPoint.
- **Common Use:** Roles that require PowerPoint proficiency including Administrative Assistants, Executive Assistants, Sales & Marketing professionals, and internship roles.
- **Notes:** Assess basic through to advanced level PowerPoint skills.

Typing Test (TT) *– 1 minute*

Measures typing speed and accuracy.
- **Common Use:** Anything needing typing speed/accuracy.
- **Notes:** This test will only speak to typing speed/accuracy, but aptitude and personality will do a better job of predicting ability and comfort in a role.
- You can create your own typing test using our TestMaker tool if you would like to alter the time or make the test industry-specific.

Ten Key Test (TKT) *– Approximately 2 minutes*

Measures the ability to perform numerical data entry.
- **Common Use:** Anything needing number pad speed/accuracy.
- **Notes:** This test will only speak to number pad speed/accuracy, but aptitude and personality will do a better job predicting ability and comfort in a role.

TestMaker

TestMaker Tests

You can create your own customized tests and surveys!
- **Common Use:** TestMaker is Criteria's test authoring tool that allows you to create, edit, and deliver your own tests. This flexible tool makes it easy to create custom tests to administer to candidates pre-hire, as well as to create ongoing training assessments and employee surveys for your current staff.
- **Notes:** All of Criteria's proprietary tests have been extensively validated based on data from norming groups. When you create your own tests with TestMaker, you no longer have the added security of the validation from our proprietary tests. For this reason, we recommend using TestMaker for tests that evaluate acquired skills that are easier to objectively assess. We also recommend pairing your custom tests with our cognitive aptitude and personality tests, which are validated to be highly predictive of job performance. This combination of tests can provide you with a more complete picture of each candidate's potential.
- You can also create a customized typing test.
- Find this tool under the "Manage" tab in Criteria. Feel free to reach out to your CSM regarding more info on this tool.

Interviewing

Video Interviewing

Measures skills and experience required for the role

Does someone have the skills, experience and traits to perform the role?

- **Common Use:** Video interviewing can be applied to all types of roles. Asynchronous (one-way) video interviews give you a more structured, consistent, and equitable way to screen candidates, while reducing bias and enhancing diversity and inclusion. With video interviewing, you can create immersive, scenario-based assessments and evaluate who can perform the role based on real work scenarios.

Live Interviewing

Measures skills and experience required for the role

Does someone have the skills, experience and traits to perform the role?

- **Common Use:** The Live Interviewing tool can be applied to all roles, and can support your interviewing process for any live interviews, including in-person or panel interviews, video or phone interviews. Plan, organize, and conduct structured interviews all in one place.