

ID: 20100915
Title: Leading Dimensions Profile (LDP) and the Craft Personality Questionnaire (CPQ)
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Date: November 19, 2010

Summary

The Craft Personality Questionnaire (CPQ) was developed by Dr. Larry Craft as a measure of work-related personality characteristics. Known as the “Basic Eight” traits, these characteristics are grouped into two categories (Ego Drive and Empathy):

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| <p><i>Ego Drive Traits:</i></p> <ul style="list-style-type: none">• <i>Goal-orientation</i>• <i>Need for Control</i>• <i>Social Confidence</i>• <i>Social Drive</i> | <p><i>Empathy Traits:</i></p> <ul style="list-style-type: none">• <i>Detail-orientation</i>• <i>Good Impression</i>• <i>Need to Nurture</i>• <i>Skepticism</i> |
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The CPQ is published by PreVisor (www.previsor.com) and is used extensively for employment screening, with an emphasis on sales roles. The CPQ’s “Basic Eight” traits were analyzed for statistical correlation with the two primary factors and ten supporting dimensions of the Leading Dimensions Profile (LDP):

- Achieving Dimensions
 - *Work Intensity*
 - *Assertiveness*
 - *Uncertainty Avoidance*
 - *Adaptability*
 - *Perception*
- Relating Dimensions
 - *Status Motivation*
 - *Affiliation*
 - *Consideration*
 - *Openness*
 - *Self-Protection*

A sample of 44 participants completed both the CPQ and the LDP in August, 2010 as part of this study.

Findings

The following table shows the correlation statistics derived from the data analysis:

LDP Dimensions	CPQ Ego Drive Traits				
	Ego Drive	Goal-orientation	Need for Control	Social Confidence	Social Drive
Achievement Drive	.67**	.43**	.33*	.46**	.38*
<i>Work Intensity</i>	.58**	.45**		.34*	.45**
<i>Assertiveness</i>	.45*			.46**	
<i>Uncertainty Avoid.</i>	-.52**	-.35*		-.51**	
<i>Adaptability</i>	.60**	.43**		.46**	.45**
<i>Perception</i>	.42**				.32*
Relational Drive		-.36*	-.34*		
<i>Status Motivation</i>	.51**	.37*			.52**
<i>Affiliation</i>		-.48**	-.34*		
<i>Consideration</i>	-.45*	-.41*	-.52**		
<i>Openness</i>			-.47**	.39*	
<i>Self-Protection</i>					
LDP Dimensions	CPQ Empathy Traits				
	Empathy	Detail-orientation	Good Impression	Need to Nurture	Skepticism
Achievement Drive	-.30*		-.40**	-.31*	
<i>Work Intensity</i>	-.48**		-.34*	-.30^	.33*
<i>Assertiveness</i>					
<i>Uncertainty Avoid.</i>			.29^		
<i>Adaptability</i>					
<i>Perception</i>		-.64**	-.33*		
Relational Drive	.57**		.38*	.41**	-.43**
<i>Status Motivation</i>	-.51**		-.55**	-.43**	-.50**
<i>Affiliation</i>	.61**		.40*	.36*	-.63**
<i>Consideration</i>	.50**		.42*	.36*	
<i>Openness</i>	.64**		.60**	.40*	-.46**
<i>Self-Protection</i>	-.34*		-.37*		.50**

** = Correlation is significant at the 99% confidence level

* = Correlation is significant at the 95% confidence level

^ = Correlation is indicated at the 90% confidence level

Results indicate a correlation between several of the LDP's dimensions and the CPQ's "Basic Eight" traits.

Conclusion

The data analysis provided support for the following findings:

- The CPQ's *Ego Drive* group exhibited strong correlations with the LDP's *Achievement Drive* factor and its supporting dimensions.
- The CPQ's *Empathy* group exhibited strong correlations with the LDP's *Relational Drive* factor and its supporting dimensions.

Application

The LDP presents its primary factors on a 2x2 grid, where *Achievement Drive* is expressed as a continuum on the x-axis and *Relational Drive* is expressed as a continuum on the y-axis. Four "styles" are presented from the interaction of *Achievement Drive* and *Relational Drive*, describing the general approach with which individuals seek to influence or lead others. These styles are derived as follows:

- The Counselor Profile (collaborative Style): Lower *Achievement Drive*, Higher *Relational Drive* (upper left)
- The Coach Profile (adaptive style): Higher *Achievement Drive*, Higher *Relational Drive* (upper right)
- The Director Profile (directive style): Higher *Achievement Drive*, Lower *Relational Drive* (lower right)
- The Advisor Profile (contemplative style): Lower *Achievement Drive*, Lower *Relational Drive* (lower left)

The CPQ utilizes a similar, although not identical, grid framework, where *Empathy* appears on the x-axis, and *Ego Drive* appears on the y-axis. The interaction of these axes yields four styles:

- The Authoritative Driver: Higher Ego Drive, Lower Empathy
- The Participative Motivator: Higher Ego Drive, Higher Empathy
- The Analytical Thinker: Lower Ego Drive, Lower Empathy
- The Amiable Supporter: Lower Ego Drive, Higher Empathy

Based on nonparametric statistical analyses, it would appear that the LDP profiles/styles may correspond to the CPQ styles in the following manner:

- The Counselor Profile (collaborative style): Amiable Supporter style
- The Coach Profile (adaptive style): Participative Motivator style
- The Director Profile (directive style): Authoritative Driver style
- The Advisor Profile (contemplative style): Analytical Thinker style

Given these findings, it would appear that the LDP primary factors and supporting dimensions may be utilized in a manner somewhat similar to that of the CPQ traits, as a tool suitable for workplace and personal development applications.

Contact

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