

California Psychological Inventory™ (B)

1996 Third Edition Australian Adaptation Form 434

Harrison G Gough

Note: This edition is only computer-scorable

What is the CPI?

The California Psychological Inventory instrument is a highly reliable questionnaire that objectively measures personality and behaviour, providing an accurate, complex portrait of a person's professional and personal style. It describes a client as a close, knowledgeable and objective friend would. Its accuracy and ability to predict work behaviour is attested to by the fact that many companies around the world have relied on it for employment decisions for over 20 years.

Adapted for use in Australia, the revised third edition has 434 items that produce scores on 20 basic scales, three major vectors and seven special scales. Several computer-generated levels of interpretation are available, with the Configural Analysis reporting complex scale interactions that allow interpreters to write meaningful and in-depth reports in easily understood terms for client organisations.

Benefits

Recruitment

The CPI instrument picks up where personal interviews leave off. Skilled interviewers can ask questions that reveal some aspects of an applicant's true behaviour, but the CPI instrument, with its validity detectors, provides further insights with extraordinary accuracy and thoroughness.

Cost Savings

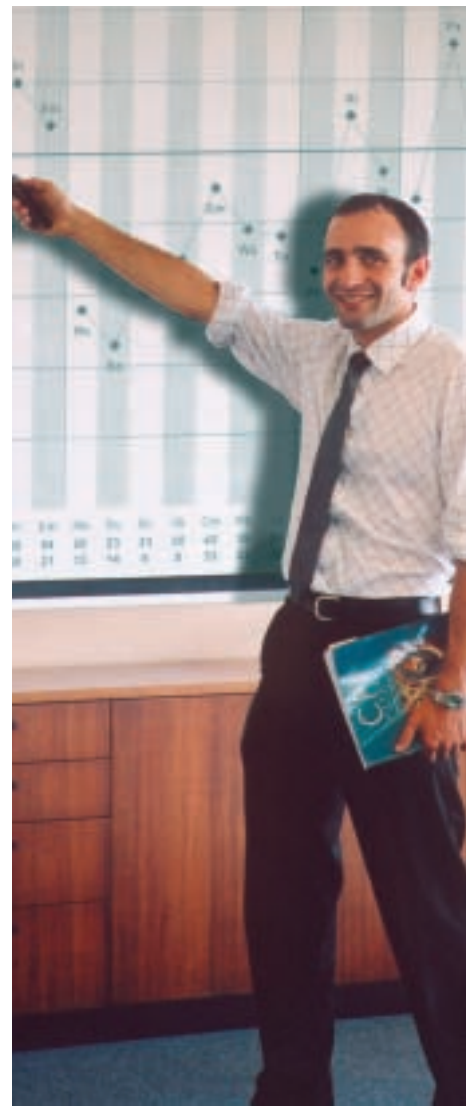
The CPI instrument can be administered to large groups of people and computer-scored at very low cost. It can thus be used to screen large numbers of applicants, providing highly detailed and accurate data that indicates those applicants worthy of shortlisting and interviewing.

Research-based

The CPI instrument has been continually refined and updated since it was first published 40 years ago. It is the most intensively studied and researched of all the personality instruments and is known to have high reliability and validity. It has a research base of over 125,000 cases and the latest release uses a normative sample of 6,000 cases.

Personal Growth

The CPI instrument is often used on leadership development programs, in conjunction with 360° feedback instruments like Benchmarks, and the MBTI instruments. It provides telling insights into strengths and areas for potential growth. It uses non-technical language and describes behaviour in everyday terms that are easily comprehended.



CPI

What can the CPI™ tell?

Can it tell if an applicant has given untruthful answers?

All good personality tests, especially those used in job selection settings, need to be able to detect those applicants who deliberately or otherwise produce profiles that are inaccurate. The CPI instrument is designed to detect three types of invalid profile and it is especially good at detecting the so called 'Fake Good' portrait.

This profile is usually produced by individuals who attempt to hide their weaknesses, despite being warned that the test can spot such attempts. At face-value, the profile suggests that the candidate has outstanding people skills, extremely well-developed internal controls and satisfactory levels of achievement need. However, it also suggests that the individual is an obsequious people-pleaser who is unable to take difficult or unpopular decisions or positions.

We have important jobs that require no interaction with the public. Can the CPI tool help us spot people who like this type of work?

Whilst people with this profile do not have well-developed interpersonal skills, they more than compensate for this with their highly developed internal controls and desire to achieve.

They usually excel in situations that require precise, accurate and reliable handling of facts, figures and other complex data or planning. People with this profile are internally oriented and accept external norms and values.

They are clearly not well-suited to sales or managerial roles and are far more effective in operational and maintenance roles. However, because they tend not to present well, their talents are often overlooked and they are not employed for positions they are most capable of handling.

I want to employ young people whom I can train to be leaders. Can the CPI tool help identify such individuals?

Our research over 10 years, indicates that individuals producing profiles similar to this, are 'high potential' people, who have the capacity to become excellent leaders.

They usually have well-developed people skills; they are highly energetic, socially persuasive and charismatic people who seek out leadership positions; they are firm, but friendly; they have high achievement needs, usually coupled with good intellectual ability and they are flexible, creative thinkers. They function well in team settings where the following of set rules and procedures is required and they also operate well in settings where independence and self-reliance are called for.

How the CPI tool works

The CPI tool describes behaviours you will actually see in clients. It can therefore be used to recruit, develop and promote people with particular competencies. You can specify the required competencies for a particular position and recruit individuals who match these competencies. Listed below are some of the competencies identified by the CPI tool.

Behaviours/Competencies	Relevant CPI Scales
Personal Factors	
Energy Levels	Dominance
Levels of Self Confidence	Self Acceptance/Well Being
Stress Tolerance	Capacity for Status/Self Acceptance
Need for Independence	Independence
Inter-Personal Skills	
Level of Social Involvement	Sociability
Social Confidence	Social Presence
Insight into Others	Psychological Mindedness
Interpersonal Sensitivity	Tolerance/Empathy/Psychological Mindedness/Femininity
Ability to Build Relationships Teamwork	Femininity/Sociability/Empathy Sociability/Social Presence/Empathy/Femininity
Persuasiveness	Good Impression
Work Style	
Ability to Follow Through	Responsibility
Ability to Work in a Team	Achievement via Conformance
Ability to Work Independently	Achievement via Independence
Ability to Learn New Things	Achievement via Conformance Achievement via Independence Intellectual Efficiency
Intra-Personal Skills	
Integrity	Socialisation
Self-Control	Self-Control
Planfulness	Dominance/Responsibility/Socialisation
Creativity	Achievement via Independence/ Flexibility
Flexibility	Flexibility
Leadership	
Desire to Lead	Dominance/Capacity for Status
Leadership Style	Dominance/Good Impression/ Capacity for Status Empathy/ Self Acceptance
Empowerment of Others	Dominance/Sociability/Social Presence/Empathy
Overall Ratings	
Potential Strengths	Scales with High Scores
Potential Weaknesses	Scales with Low Scores
Areas for Development	Depends on Profile
Employability	Overall Scale Pattern

Accreditation Training

(CPI 260™ & CPI™ 434) – 3 Day Training Program

This program is designed to enable graduates to administer and interpret the CPI instrument or its shorter version, CPI™ 260 tool. These instruments are primarily used in recruitment and selection, but can also be used for personal development and coaching activities. They all are well-researched, mature but revised instruments with a wealth of statistics to substantiate their reliability and validity. They provide accurate and complex portraits of a person's professional and personal behaviour and are highly predictive.

Who should attend

Human resource and training personnel, and consultants involved in recruitment and selection, executive development and leadership training programs.

Pre-program preparation/qualifications

- Participants should have completed the APP Abilities Tests Accreditation Program or its equivalent (SHL's occupational testing Level A) and/or have knowledge and proficiency in at least one other major personality instrument (such as the MBTI or FIRO-B tools).
- Participants should have read the CPI™ *Manual*, taken either CPI 260 or CPI 434 tools and had it scored prior to the program.

The training program

Using a mix of lectures, exercises, small group work and case studies the workshop covers:

- Philosophy, construction and development of each instrument
- Sample sizes, reliability and validity
- An understanding of the scales and their meaning
- Administration, scoring, interpretation and feedback
- Classic profiles for various job positions

What you receive with enrolment

As part of the enrolment fee, participants receive:

- CPI™ *Manual*
- Users Guide to the Coaching Report for Leaders*
- Your own CPI Report
- Arrival, morning and afternoon teas
- Lunch
- Handouts, sample reports and supporting materials
- A Practical Guide to CPI™ Interpretation*

What you will get out of this program

- A clear understanding of the construction and scales of the various tests
- Proficiency in administering, interpreting and feeding back results from the tests
- An understanding of how to apply personality test results in selecting staff and developing leadership and management skills
- A certificate confirming your accreditation to purchase and use these restricted tests

Enrolment & further details

To find out about dates and locations for this program and to enrol online, go to the 'Training Programs' section of the APP website, located at:

www.austpsychpress.com.au

or

www.asianicpsych.com.au

In-house programs

APP offers in-house accreditation programs for Personality Testing. Please contact us directly to discuss your training needs.

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Web: www.austpsychpress.com.au
www.asianicpsych.com.au

Email: info@austpsychpress.com.au
info@asianicpsych.com.au

Ordering CPI™ Materials

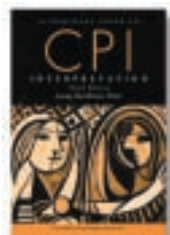
There are two important reference texts and three computer-generated interpretive reports available:



CPI™ Manual (B)

Harrison G Gough

This essential guide is for anyone who administers the CPI tool. Its chapters contain information on the norm sample, case studies, the history of the inventory, reliability and factor analysis and interpretive data. All of this information is necessary to understand the revised CPI tool and to administer the instrument correctly. 1996. 424 pp. Paper. *Catalogue Number 1971*



A Practical Guide to CPI™ Interpretation (3rd Ed) (B)

Loring W McAllister

The author provides new, at-a-glance categorical interpretations to help you find those similar to your client's results. The author's five-step interpretive process is ideal for any counsellor or HR professional seeking a brief, systematic way to evaluate CPI results. *A Practical Guide to CPI™ Interpretation* describes the new Special Purpose Scales, expanded normative sample, updated interpretation, and the new configural hypotheses. 1996. 149 pp. Paperback. *Catalogue Number 7294*

Ordering Information – CPI™ 434

Cat No	Item	Availability
1973A	CPI Test Booklets (pkt of 10)	B
1978	CPI Scannable Answer Sheets (pkt of 25)	B
10127	CPI Profile Report	B
210127	CPI Profile Report (<i>online</i>)	B
10128	CPI Narrative Report	B
210128	CPI Narrative Report (<i>online</i>)	B
10129	CPI Configural Analysis Report	B
210129	CPI Configural Report (<i>online</i>)	B

The CPI tool can **ONLY** be scored by computer. Three levels of report are available. All of these reports are available online via our website.

Computer Generated Reports

Computer Generated Report



CPI™ 434 Profile (B)

Harrison G Gough

This report is a clear and organised presentation of your client's CPI Type, level and folk scale scores. In addition to a gender-specific profile, the revised CPI Profile includes a total profile (combined male/female norms) for use in employment situations when gender-neutral reporting is required. It also provides your client's scores on several new and revised Special Purpose Scales including Creative Temperament, Managerial Potential, Work Orientation, Leadership Potential, Amicability, Tough-Mindedness and Law Enforcement Orientation. *Catalogue Number 10127 – 210127 (online)*

Computer Generated Report



CPI™ 434 Narrative Report (B)

Harrison G Gough

This comprehensive report provides you with a well-organised narrative interpretation of your client's CPI results. It includes a Profile of your client's CPI Type, level and folk scale results, and then elaborates on that information in narrative form for a comprehensive CPI interpretation. It includes all 100 California Q-sort items, from the most descriptive to the least descriptive, making predictive statements about your client's behaviour to aid your interpretation, and helping you describe your client as a close, objective friend would.

It also includes two scale profiles, one for the gender-specific norm group and one with total norms (combined male/female norms). It also measures your client's results on several Special Purpose Scales. *Catalogue Number 10128 – 210128 (online)*

Computer Generated Report



CPI™ 434 Configural Analysis Report (B)

Loring W McAllister

This supplement to the Narrative Report provides insight about how an individual might function within an organisation. It provides a brief and practical approach for interpreting CPI results and is especially useful in vocational, career and clinical settings. The Configural Analysis Supplement is based on the author's book *A Practical Guide to CPI™ Interpretation*. This report provides hypotheses based on individual scale results and hypotheses for special scales and indices, including Managerial Potential, Work Orientation and Leadership Potential results. There are also 11 hypotheses from configurations of two or more scales describing your client's results. You also receive the CPI Narrative Report which includes a profile of your clients CPI Type. *Catalogue Number 10129 – 210129 (online)*

CPI 260™ (B)

Harrison G Gough

Reveal an individual's strengths and areas for development.

The new CPI 260 instrument takes the exceptional history, validity and reliability, and quality of the CPI instrument and transforms it into a leadership development tool for use in today's organisational settings. With updated language, scale names, and presentation of results, the CPI 260 instrument was designed with the training and development audience in mind. This new B-level instrument contains 260 items carefully selected to identify an individual's strengths and areas for development, providing organisational development consultants, training and development professionals, human resource managers, and executive coaches with an effective measurement tool for their management or leadership development program.

The new CPI 260 instrument takes the exceptional history, validity and reliability, and quality of the CPI instrument and transforms it into a leadership development tool for use in today's organisational settings.

When should you use the CPI 260 instrument?

It can be used to help your organisation with a variety of leadership and management development applications. HR and organisational development professionals find this tool highly effective for one-on-one or group coaching, leadership development and management training programs, and performance improvement initiatives.

ONLY available online through our website.

If you want to...	Use the...
Provide a snapshot of results that explores your client's unique professional and personal styles	<i>Client Feedback Report</i>
Identify preferences, attitudes, and behaviours in key dimensions of management and leadership	<i>Coaching Report for Leaders</i>
Obtain guidelines for administering the Coaching Report for Leaders	<i>User's Guide to the Coaching Report for Leaders</i>
Obtain psychometric information on the CPI 260 instrument	<i>Brief Technical Report</i>

CPI 260™ Client Feedback Report (B)

Harrison G. Gough and Pamela Bradley

Explore people's unique professional and personal styles.

The *Client Feedback Report* provides a snapshot of an individual's scores on the CPI 260 instrument using an easy-to-understand graphic format. It presents your client's results on more than two dozen scales in five areas: Dealing with Others, Self-Management, Motivations and Thinking Style, Personal Characteristics, and Work-Related Measures. These data also reveal your client's general lifestyle and fulfillment as an Implementer, Supporter, Innovator, or Visualiser. The *Client Feedback Report* is based on gender-neutral norms to keep pace with today's expanding workforce. Professionals seeking standard score information can use this report to prepare their own interpretation for the client. *Catalogue Number 21950C – 21950 (online)*



only available online at the APP Website

CPI 260™ Client Feedback Report Guide for Interpretation (A)

Robert J Devine

This user's guide is intended for coaches, consultants, trainers, and human resource development professionals who use the CPI 260 instrument and the Client Feedback Report in their work primarily in business settings. This guide:

- Provides an introduction to the overview of the Client Feedback Report
- Presents background on the instrument, what it is, and how it works
- Gives tips on how to introduce and administer the CPI 260 instrument
- Supplies basic information on the steps and 'how-tos' of interpreting results
- Provides materials for feeding back the results to individuals and groups
- Illustrates uses of the report across three common applications.

Catalogue Number 1928



CPI 260™ Coaching Report For Leaders (B)*Sam Manoogian*

Coach leaders at all levels in key areas of management and leadership.

Created for individuals at all levels of leadership in today's organisations, the *Coaching Report for Leaders* will help your clients and employees better understand their preferences, attitudes, and behaviors in key dimensions of management and leadership.

This new report enables individuals to understand their strengths, target areas for development, set goals, and plan action steps to enhance their leadership style.

Based on questionnaires that have been used and validated in a wide variety of management and leadership development programs, results are highly predictive of managerial competencies. An individual's responses to the CPI 260™ instrument are compared to a database of 5600* men and women executives-successful individuals who are 'on track' for continued success and advancement.

Ordering Information CPI™ 260

Cat No	Item	Availability
1928	CPI 260 Client Feedback Report Guide for Interpretation	A
219250C	CPI 260 Client Feedback Report (<i>colour</i>)	B
219250	CPI 260 Client Feedback Report (<i>online</i>)	B
219350C	CPI 260 Coaching Report for Leaders (<i>colour</i>)	B
219350	CPI 260 Coaching Report for Leaders (<i>online</i>)	B
1931	CPI 260 User's Guide to the Coaching Report for Leaders	A
219550	CPI 260 Combined Client/Coaching Report (<i>online</i>)	B
219550C	CPI 260 Combined Client/Coaching Report (<i>colour</i>)	B

**only
available
online at
the APP
Website**



The *Coaching Report for Leaders* offers insight into your client's particular strengths and areas for potential development in 18 leadership characteristics, organised into the following core performance areas: Self-Management; Organisation and Planning; Team Building and Teamwork; Problem Solving; and Sustaining the Vision. The final section of the report offers advice on planning the next steps of an individual's leadership development path. Organisation development consultants, training and development professionals, human resource managers, and executive coaches are urged to use this report as an essential tool in building management and leadership development programs.

Catalogue Number 219250C (colour) – 219250 (online)

*This report is based on data collected from the Center for Creative Leadership® (CCL®) from more than 5600 participants enrolled in CCL's Leadership Development Program from 1995 to 1996.

**CPI 260™ Coaching Report for Leaders User's Guide (A)***Sam Manoogian*

Help leaders target areas for further development.

This brief, must-have user's guide provides critical information needed to present the *Coaching Report for Leaders* to your clients and employees, including an overview of the CPI 260 instrument, a complete section-by-section explanation of the base logic behind the report, guidelines on how to administer the instrument, and tips on interpreting and presenting results. *Catalogue Number 1931*

**CPI 260™ Manual (A)***Harrison G Gough & Pamela Bradley*

Provides comprehensive information needed to understand the CPI 260™ tool.

This technical manual offers a clear view into the construction and interpretation of the CPI 260™ instrument. It includes:

- ! A description of the goals on the CPI 260 instrument
- ! An overview of the scales used (including correlations between the CPI 260™ and CPI™ 434 assessments).
- ! A walk through of the three-vector model.
- ! Suggested strategies for interpretation.

Catalogue Number 1931