

The Relationship Between Personality and Intelligence

by Dr. Larry Craft

Our most recent research involving over 4,000 sales personnel who concurrently took both the *CraftMetrics Personality Inventory* (CMPPI) and the *CraftMetrics Learning Aptitude Survey* (CLAS) found that those with higher scores on Intensity/Drive (temperament) generally respond to the intelligence test questions more rapidly and they respond with a higher degree of accuracy. The results also found that the traditional "extrovert" generally scores lower on accuracy and takes longer to complete the intelligence test. Last, but not least, we found that applicants who score higher on the traditional "lie scale" items to leave an unrealistically favorable impression generally score lower on accuracy and take longer to complete the intelligence test.

What does this tell you that can help in your employee selection? It might be wise to administer an intelligence test along with your personality test. When the personality test says your candidate is an extrovert who will do well in sales, the intelligence test can tell you if that candidate can handle your complex product mix or tell you that their verbal or math skills are questionable.