



WPP Job Analysis Questionnaire: Uncovering the Key Traits for Success

INSTRUCTIONS: Review the job-related competencies on the left and indicate how important this behavior is to this position by checking the box that corresponds to the column header. Add up the numbers next to each checked box and enter the sum in the box next to "Total." See the legend on page 2 to determine which traits are most important to success in this role.

Job Competencies	Not Important	Somewhat Important	Important	Very Important
1. NON-DOMINANT VS. DOMINANT				
Assertively direct others	1	2	3	4
Take charge of others	1	2	3	4
Follow directions from others	4	3	2	1
TOTAL:				
2. CONTENTED VS. ACHIEVEMENT-FOCUSED				
Reach challenging goals	1	2	3	4
Meet high standards	1	2	3	4
Complete un complicated tasks	4	3	2	1
TOTAL:				
3. REACTIVE VS. CALM				
Keep calm under pressure	1	2	3	4
Be patient	1	2	3	4
Take action immediately	4	3	2	1
TOTAL:				
4. RESERVED VS. OUTGOING				
Discuss tasks with others	1	2	3	4
Work alone	4	3	2	1
Initiate communication with others	1	2	3	4
TOTAL:				



Job Competencies	Not Important	Somewhat Important	Important	Very Important
5. DIRECT VS. EMPATHETIC				
Help others	1	2	3	4
Communicate negative behaviors with others	4	3	2	1
Be sensitive to the needs of others	1	2	3	4
TOTAL:				
6. SPONTANEOUS VS. REGIMENTED				
Plan ahead	1	2	3	4
Focus on details	1	2	3	4
Work without a plan	4	3	2	1
TOTAL:				
7. CONVENTIONAL VS. OPEN-MINDED				
Think creatively	1	2	3	4
Adapt to unexpected changes	1	2	3	4
Closely follow standard operating procedures	4	3	2	1
TOTAL:				

SCORING LEGEND

Dimension	Total	If the total sum for this dimension is 3-6 , the following trait is highly desirable:	If the total sum for this dimension is 9-12 , the following trait is highly desirable:
1.		NON-DOMINANT	DOMINANT
2.		CONTENTED	ACHIEVEMENT-FOCUSED
3.		REACTIVE	CALM
4.		RESERVED	OUTGOING
5.		DIRECT	EMPATHETIC
6.		SPONTANEOUS	REGIMENTED
7.		CONVENTIONAL	OPEN-MINDED

Note: If the total sum is **7-8**, this dimension may not be critical to success in this role.