

Personality Means \$\$\$

By Rev. Lee Truman — Copley News Service

How much do you think your personality is worth in hard cash?

In 1945, according to a Purdue University study, the engineering graduates who were at the head of their class in grades were earning \$150 a year more than those who were at the bottom of their class.

Times have changed. But one of the interesting things they turned up then and which is true today, was that those graduates who were rated by their fellow students as having "good" personalities were earning almost \$1,000 a year more than those who were rated as having a "poor" personality, irrespective of their standing academically in the class.

The raw truth, undiscovered by many, is that a man who has only mediocre abilities but has an outgoing personality makes progress in his chosen field at a much greater rate than his brainier counterpart. "A well-educated man doesn't have a chance," you can hear a disenchanted man complain who has a superb education but a weak personality.

This may not seem to be true on its first reading, but a really gifted person has to get along with people. He has to be able to influence them, even persuade them and to have them trust him. This is necessary even though he may be a walking book of exact knowledge in his field. Personality is actually a part of ability, and very much needed if a man is going to succeed or to achieve anything in the real world. Sales managers are interested in this when considering salesmen. Factories are interested in this for their foremen and supervisors. Department stores are concerned about this in store relationship with customers. The essential but unspoken factor is personality.

All of the study in personality development which has come about in the last five years is to help people to expand, to give them better all-around abilities and to take advantage of opportunities for the company and for themselves. Personality development is not just to make people oily smooth, but is there to let them work better with others, to allow them to lead more effectively, to let them communicate their ideas with more trust. This often is the difference between success and failure.

Dr. D. E. Lurtom, editor and writer, told the story of an old friend. The man had in 1896 discovered wireless telegraphy several months before Marconi made the same discovery.

He said that his friend lacked the self-confidence and enthusiasm which would allow him to demonstrate with effectiveness the magnitude of his discovery.

The doctor said he was told in confidence by this man that "I just wasn't born under a special star," and he went on to say: "Marconi had a personality like an evangelist, but I was born lacking."

This man made many other important discoveries, and yet he died practically unknown. He never knew the importance of personality in dealing with people. The sad thing was that this man who was obviously very brilliant, had a rather pessimistic philosophy of "it's no use for me to try."

One of the important factors that should be burned into your mental framework is that psychologists agree that almost all personality traits are acquired and very few of them are unchangeable. Of course, it is difficult to change a man who has entrenched his habits for several decades, but it is not impossible.

It is always a good investment to take time to analyze who you stack up in the desirable human relation qualities and to honestly look at your own abilities and strengths.

After that, act on what you learn. Practice developing the weak qualities until there is a strength developed there by practice and patience.

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