



*How to establish impactful relationships with anyone*

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# USE PERSONALITY TO BUILD DEEPER CONNECTIONS

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**Move past  
surface level**

# MOVE PAST SURFACE-LEVEL

Getting to know someone on a deeper level is not an easy task. Whether you're trying to build a long-lasting friendship, a romantic relationship, or a professional partnership, pushing past the initial, surface-level connection can be a slow moving.

I once had this issue with a co-worker, who we'll call Dan. Dan and I had worked together for a couple months, but didn't really know each other outside of the office. Because we worked so well with one another, I thought we might make good friends. So I made an effort to ask him about various news stories to better understand him. He was almost always optimistic about how the stories would play out in the end, which I didn't think was very practical. When I made a comment sharing this view, he looked a little put off. Dan seemed to grow more distant each time I talked to him, but I wasn't sure what I was doing wrong.



One day, I decided to ask him about it. Dan seemed confused at first, but after I described his attitude, he confessed that he wasn't very comfortable with my intensity. With my personality, I can be quick to share my opinions and am always eager to debate. I made a conscious effort to adjust my attitude after our conversation, and quickly saw that Dan responded better to conversations that were more light-hearted and casual, rather than those that require thinking quickly and engaging in debate.

***Once I got to know Dan better, I understood that my initial problem was in not knowing how he liked to communicate.*** Because I'm naturally very direct and logical, while Dan is very encouraging and empathetic, we had a difficult time communicating without added effort. However, by making simple adjustments to the way I interacted with Dan, we were able to become friends and establish a long-lasting connection.

The key is in understanding personality. Learning more about others' preferences, values, behaviors, and communication styles makes it easier to consider their perspective, adapt your communication, develop trust, and ultimately move past a surface level relationship into an intentional, deep connection. By utilizing personality insights, you'll be able to establish deeper connections and build stronger relationships with anyone.



*Section 1*

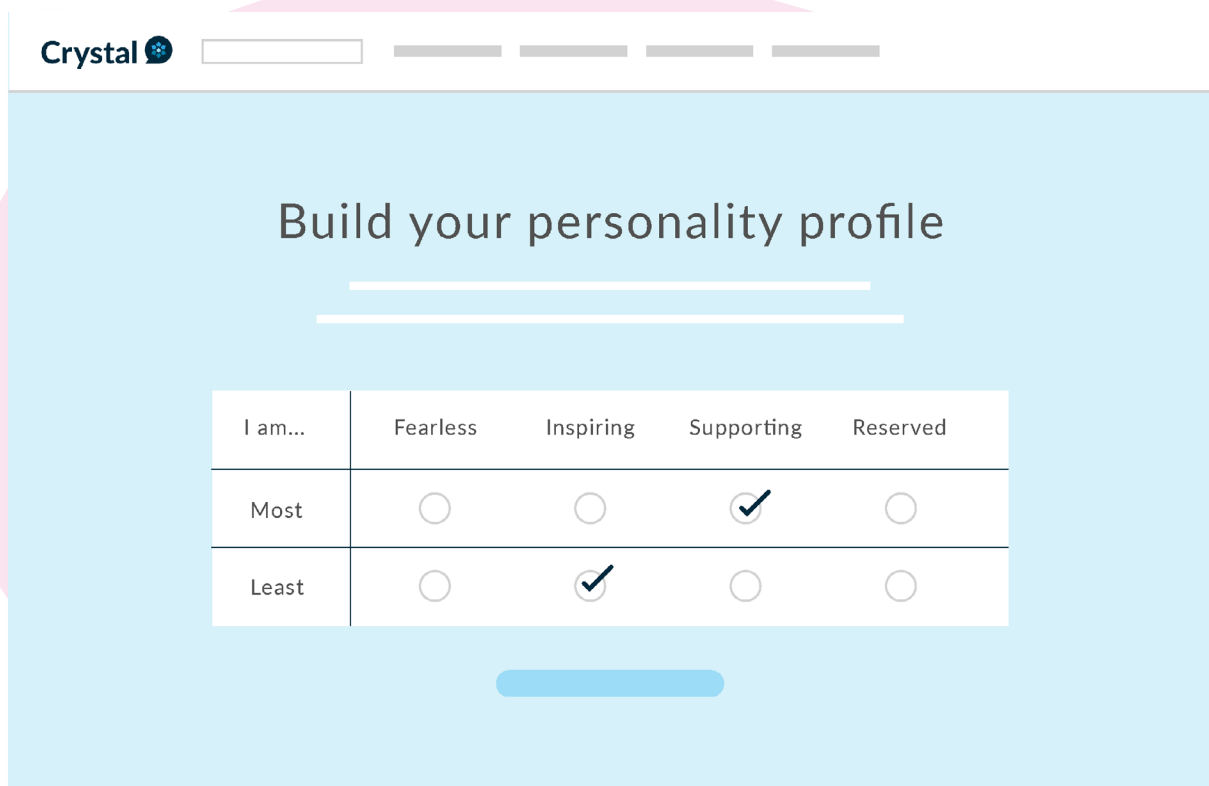
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# Understanding personality

# UNDERSTANDING PERSONALITY

We built our product, Crystal, to help people improve their communication and build stronger relationships with others. We do this by inviting anyone to take a free personality test and view the results for themselves and any friends or coworkers they choose to share it with. By learning to understand people better, you can communicate with them in an empathetic way that accounts for the uniqueness of their personality.

*When you can see personality insights, provided by tools like Crystal, you'll better understand how someone else thinks, acts, and prefers to communicate.*



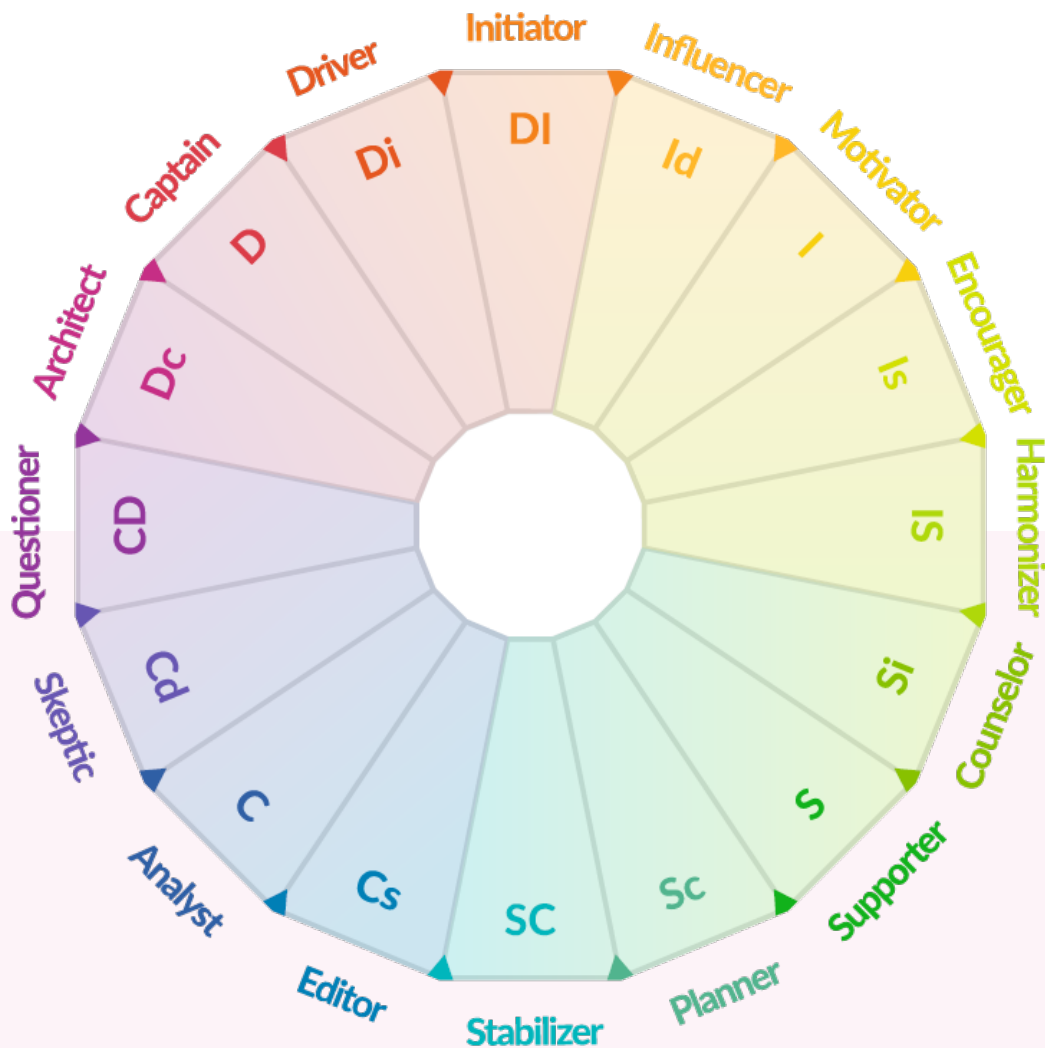
The screenshot shows the Crystal personality test interface. At the top, the Crystal logo is visible. Below it, the text 'Build your personality profile' is centered. A table below the text allows users to select their level of agreement with various personality traits. The table has four columns for traits: Fearless, Inspiring, Supporting, and Reserved. The rows represent levels of agreement: 'I am...', 'Most', and 'Least'. Radio buttons are used for selection, with checkmarks indicating the chosen level.

I am...	Fearless	Inspiring	Supporting	Reserved
Most	<input type="radio"/>	<input type="radio"/>	<input checked="" type="radio"/>	<input type="radio"/>
Least	<input type="radio"/>	<input checked="" type="radio"/>	<input type="radio"/>	<input type="radio"/>



Without getting too technical, when Crystal determines someone's personality, it uses a framework called DISC to classify their personality into a few categories which we refer to as D (dominance), I (influence), S (steadiness), and C (conscientiousness). Each of us has a primary DISC type in one of these categories and sometimes a secondary DISC type in another. To keep things simple, we separate these into easy-to-remember labels called Archetypes.

You can see them all on this graphic called the Personality Map:



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***Below is a breakdown of common personality traits within each of the categories in DISC.***

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### **D Personality Types:** *Captains, Drivers, Initiators, Architects*



- Motivated by control over the future and personal authority
- Tend to prefer instant, concrete results and having an advantage over competition
- Communicate clearly and succinctly

### **I Personality Types:** *Influencer, Motivator, Encourager, Harmonizer*



- Motivated by innovative, unique, creative ideas and excited by the future
- Tend to prefer building new relationships and experiences
- Communicate in a casual, expressive way

### **S Personality Types:** *Counselor, Supporter, Planner, Stabilizer*



- Motivated by peace, safety, and others' wellbeing
- Tend to prefer security, reliability and trust
- Communicate in a friendly and genuine way

### **C Personality Types:** *Editor, Analyst, Skeptic, Questioner*



- Motivated by logic, information, and problem solving
- Tend to prefer accurate information and quality solutions (quality over quantity)
- Communicate in a business-like, fact-based way

These differences are extremely important for your approach in every conversation. For example, someone who is a warm, people-oriented Supporter (S) is less likely to feel comfortable in a logical discussion about facts and data. They'd usually prefer to engage in more personal, get-to-know-you conversation. An Analyst (C), on the other hand, tends to enjoy learning more about specific, concrete information, and would, therefore, prefer a logic-driven discussion.

***By understanding someone's personality type, you can learn how to best communicate with them.***





*Section 2*

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# Tools for deeper connections

# TOOLS FOR DEEPER CONNECTIONS

Making a good impression is the first step to establishing a strong connection with someone new. If you fail to do so, you might lose their trust and miss out on an important relationship. By learning to adapt your communication style to fit different personalities, you can easily make good impressions with new people.



Self-assured, dominant **D-types** tend to appreciate when others are confident in their communication and respectful in tone. They tend to appreciate quick meetings and conversations that remain focused and to-the-point. It's important to avoid being overly talkative or emotional when trying to make a good impression on D-types.



Energetic, positive **I-types** tend to enjoy humor and openness in a person. Focus on sharing a good story and keeping an energetic pace in conversation. Be careful to avoid being overly logical or analytical, and instead, keep an open mind and positive attitude.



Reserved, people-focused **S-types** appreciate being asked about themselves. Make an effort to get to know them by showing interest in their personal lives. Be careful to pay attention to and respect their time, since S-types like to follow set plans.



Thorough, focused **C-types** generally appreciate when others respect their knowledge and time. Try not to challenge their expertise and avoid going over your scheduled time. Make logical, detailed statements and be prepared to back up any claims.

Making a good impression can mean the difference between missing out on an important opportunity and establishing an important connection. Avoid being unprepared by building on your knowledge of personality.



# COMMUNICATION

Communication becomes a lot easier once you understand someone's personality. Whether you're building a business relationship with someone or a personal one, empathetic communication will make every conversation easier and more enjoyable. At Crystal, we use a simple formula called the Empathy Equation to help us consciously consider how another person likes to communicate. It looks like this:

## **WHAT + WHY + HOW**

This "equation" is an easy way to set yourself up for success in every situation. To utilize the Empathy Equation, you first need to identify three key things before you interact with someone:

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***WHAT they want from the interaction. WHY they want it. HOW they want to interact.***

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By considering these three factors, you're making an effort to really see things from another person's perspective. For example, if you are trying to get to know a coworker, Todd, who is an Analyst (C), using the Empathy Equation can make a big difference in your relationship. Let's say you needed to talk to him about joining you and a couple other coworkers to go out for drinks after work. From personality insights, you should have a decent idea about how Todd would prefer to communicate:

**WHAT** = Todd wants to be well-informed and prefers engage in deep, focused conversation.

**WHY** = He places a lot of value in learning and discussing the topics he's most interested in.

**HOW** = He is most comfortable with written communication, so email, text, or message him to extend an invitation. Make sure to choose a quieter place that allows for more intentional questions.

By utilizing the Empathy Equation, you have the opportunity to see the situation from Todd's perspective and communicate in a way that he appreciates and understands best. Implementing the equation strategy when building connections with others gives you a chance to open your mind, consider the other person, and adapt your communication to fit their preferred style, all of which will help you build confidence and understanding in any relationship.

Learn more about empathetic communication by reading our blog post, [\*\*\*The Empathy Equation.\*\*\*](#)



# ESTABLISHING TRUST

Building trust with someone is one of the most important aspects of getting to know them. Without trust, important connections are lost, friendships fail, and working relationships fall apart. To establish a healthy level of trust with someone, you need to understand their personal values.



Intense, ambitious **D-types** are more likely to trust those who can communicate their thoughts clearly. If you disagree with a D-type or are hurt by something they've said, you need to directly communicate what you're thinking. D-types tend to have difficulty trusting people who can't be forthcoming about their perspective.



Cheerful, outgoing **I-types** are likely to trust those who are supportive and encouraging of their ideas. I-types tend to value conversation and encouragement within their relationships, but may also appreciate valuable, positive advice offered by friends. I-types can build trust quickly with those who make an effort to establish personal connections and listen to their stories, but they likely have a harder time trusting those who are hyper-critical or emotionally distant.



Calm, respectful **S-types** are likely to trust those who listen intently and encourage them to share their thoughts more openly. S personalities value loyalty and support from others. They love engaging in deeper conversations and spending intentional time getting to know someone. Trust with S-types is built over time and with effort, but they are often loyal, devoted friends, coworkers, or business partners.



Objective, skeptical **C-types** are likely to trust those who are organized, thoughtful, and avoid pushing them out of their comfort zone too quickly. They value independence and recognition of their skills and contributions. Though they may sometimes seem distant, C-types value their relationships like everyone else; they just express it differently.

Establishing trust is incredibly important in every relationship. By recognizing and respecting what each person values most, you can work toward building healthy, trusting connections with them.



# GIVING FEEDBACK

Making an effort to offer honest feedback to someone can feel nerve-wracking. You may be worried about hurting their feelings or upsetting them, both of which could happen if you neglect to consider their personality. Feedback often makes people feel very vulnerable; however, when delivered in the right way, it can help people grow to their full potential. By learning more about how different personalities prefer to receive feedback, you can effectively build honest, impactful relationships with others.



Direct, focused **D-types** generally prefer when feedback is straightforward. Avoid talking around the issue; instead, directly address your concerns, challenge them to do better, and help them work toward their goals. Include concrete examples so they can better understand their actions.



Optimistic, people-oriented **I-types** tend to appreciate when feedback is presented in a conversation. Help them feel comfortable by asking them questions or sharing what was good about their performance before diving into discussing any improvement areas. Make sure they have an opportunity to share their perspective and try to wrap-up the meeting with something positive.



Patient, sensitive **S-types** generally prefer feedback addressing what they do well in addition to discussing necessary improvements. They like to be appreciated for their hard work and will likely feel dejected if it goes unacknowledged. Avoid being overly harsh or serious in tone; instead, focus on presenting feedback in a gentle, patient way. Offer to help in areas where it may be needed.



Detailed, analytical **C-types** tend to prefer feedback that is clear and specific. If you're going to present a problem to C-types, make sure you work with them toward potential solutions; give them a chance to share ideas they may have. Focus on following a logical order within the meeting and avoid bringing in personal details.

Read more about giving feedback in our ebook, [Using Personality Insights to Give Feedback](#).



# RESOLVING CONFLICT

Many people are alarmed or upset when they encounter conflict with a friend, partner, or colleague. But conflict is a normal, even healthy, part of all of our relationships. The key is knowing how to manage it. While it may seem tricky to navigate these situations with so many different people, personality insights can offer tips for working through conflict with anyone.



Confident, decisive **D-types** are usually direct and dominant when facing conflict. They share their thoughts openly and tend to expect others to do the same. When addressing conflict with a D-type, get right to the point. Don't focus on trying to remain sensitive to their emotions; they'd rather you be up front and clear about the issue at hand.



Open-minded, idealistic **I-types** prefer to work through problems in a calm, light-hearted manner. They may conceal their true thoughts in order to move on from the conflict quickly and avoid negative feelings. When addressing an issue with I-types, it's important to try to remain upbeat and positive; instead of criticizing their actions, try focusing on relating to them emotionally and asking them for ideas on improving the situation.



Empathetic, understanding **S-types** may have a difficult time addressing interpersonal problems. Because they are usually focused on maintaining positive, personal relationships with others, they tend to worry about offending or upsetting the other person. In order to get the most out of resolving conflict with S-types, it's important that you focus on communicating your perspective in a gentle, reassuring way. Remember to persistently ask S-types questions to fully understand their point-of-view.



Introverted, logical **C-types** usually prefer to work through conflict efficiently and rationally. They like to keep emotions out of the conversation as much as possible and will likely seek evidence for claims that are made. It's important to focus on being level-headed and thorough with C-types, avoiding dramatizations and emotional expressions. Keep in mind with C-types, a resolution is complete when the problem is solved, not when both parties feel more comfortable within their relationship.

By understanding someone's personality, you can adapt the way in which you approach conflict. With the right communication skills and a fair amount of patience, you can prevent unnecessary stress and work through conflict confidently.

For more on resolving conflict, check out our ebook, [\*Using Personality AI to Resolve Conflict\*](#).



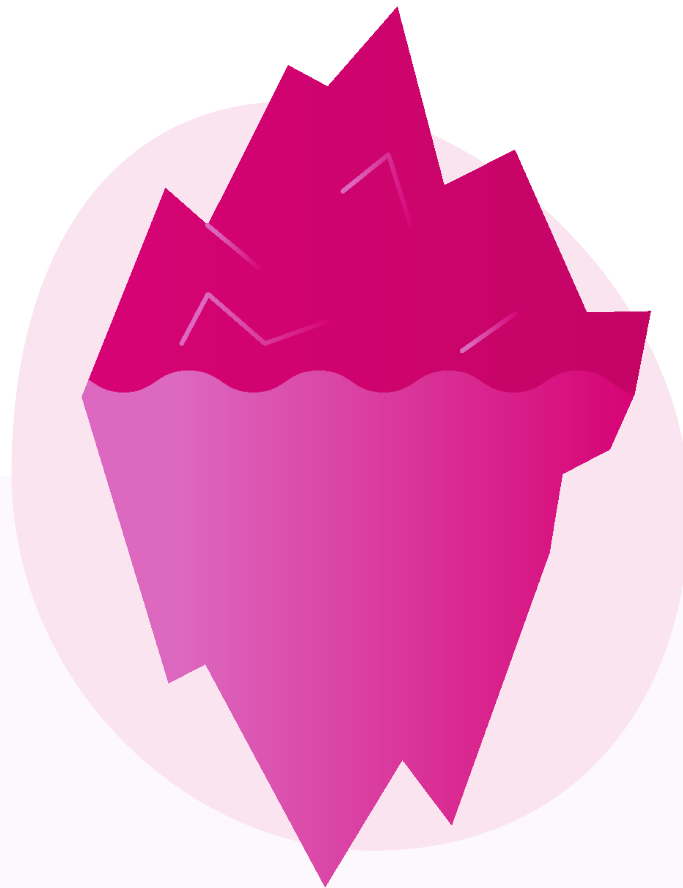
# DEEPLY-ROOTED CONNECTIONS

Building important, lasting relationships takes a lot of work; they require patience, persistence, and empathetic communication. Though it can be tough to get to know someone, it's ultimately rewarding to establish deeply-rooted connections with new friends, clients, or colleagues. Deeper connections mean higher levels of trust and, in turn, stronger, long-lasting relationships.

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*With personality insights, you'll feel more confident and prepared to get to know someone on a deeper level.*

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# Create lasting value *for your clients*

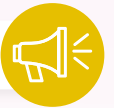
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Thousands of coaches and consultants use Crystal to share easy-to-use personality insights with their clients, enhance their workshops, and improve retention.



TAKES TIME TO DECIDE

MAY BE OVERLY IDEALISTIC



**TRY IT TODAY**

*Click to learn more*

**UPGRADE TO PREMIUM**