

How to convince others to hire you

USE PERSONALITY AI TO GET HIRED

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Intro

Getting hired is hard

GETTING HIRED IS HARD

What is it about the modern job hunt that makes it so tedious, stressful, and just plain exhausting? Most likely, it's the nearly five months of vigorous labor, resumé adjustments, follow-up calls, and cookie-cutter interviews most people work through to finally land a job. In the lead-up to getting hired, there are unacknowledged applications, detached rejections, ignored emails, and continued financial stressors which weigh on the hearts of every job-seeker.



While looking for a new job seems daunting, it's better than staying in a position not right for you. Armed with personality insights, it's entirely possible to skew the odds of the hunt in your favor by communicating with the interviewer in their preferred style.

The interview is arguably the most important part of applying for a job; it can lead to you either landing or losing the position. You might be the most qualified candidate, but a bad interview will often lead hiring managers to pick a different person.

In order to do your part to impress the interviewer, you need to effectively communicate your experience and skill set in a way that best relates to their personality.

While it may seem trivial or unrelated, personality plays a key role in the hiring process, just as it does in our everyday lives. You can avoid the stress of being unprepared by making an effort to better understand how to effectively communicate with and appeal to the hiring manager. The best way to do this is by understanding personality.



Section 1

Understanding personality

UNDERSTANDING PERSONALITY

Historically, the only way you would be able to fully understand someone's personality is to know them really well, which takes lots of time and emotional intelligence, or to have them take a personality test. Both of these approaches require you have an established relationship with the person, which doesn't tend to work in the world of outreach communication, since we are often trying to connect with new people who we have never spoken with before.

Thankfully, there is a new technology that unlocks another way to learn about someone's personality without an assessment - Personality AI. We wrote about this in detail in another ebook titled, very cleverly, Personality AI (which you can download free on Crystal's website). This new technology analyzes publicly available information on websites like LinkedIn to predict someone's personality, using artificial intelligence and machine learning. We built our product, Crystal, to harness Personality AI and enable anyone to identify personalities online to improve their communication and build stronger relationships, all based on the core principle of empathy.

The image shows a simulated web browser window displaying a profile for Avery Williams. The profile includes a circular profile picture of a man with dreadlocks. To the right of the browser window, a dark blue sidebar contains the profile name 'Avery Williams' and 'Crystal Profile'. Below this, a text box describes his personality: 'Avery tends to be analytical and inventive, craving tough problems to solve and bored by predictability.' This is followed by three key traits: 'Type: Analyst (C)', 'Likes: analysis', and 'Avoids: emotional decisions'. At the bottom of the sidebar is a 'PERSONALITY GRAPH', which is a circular radar chart with 12 axes. The axes are labeled with personality traits: 'Dominant' (red), 'Influential' (orange), 'Steady' (green), 'Conscientious' (blue), and 'Analytical' (purple). A small circular icon with a blue flower-like symbol is positioned between the browser window and the sidebar.

Avery Williams
Crystal Profile

Avery tends to be analytical and inventive, craving tough problems to solve and bored by predictability.

| **Type:** Analyst (C)

| **Likes:** analysis

| **Avoids:** emotional decisions

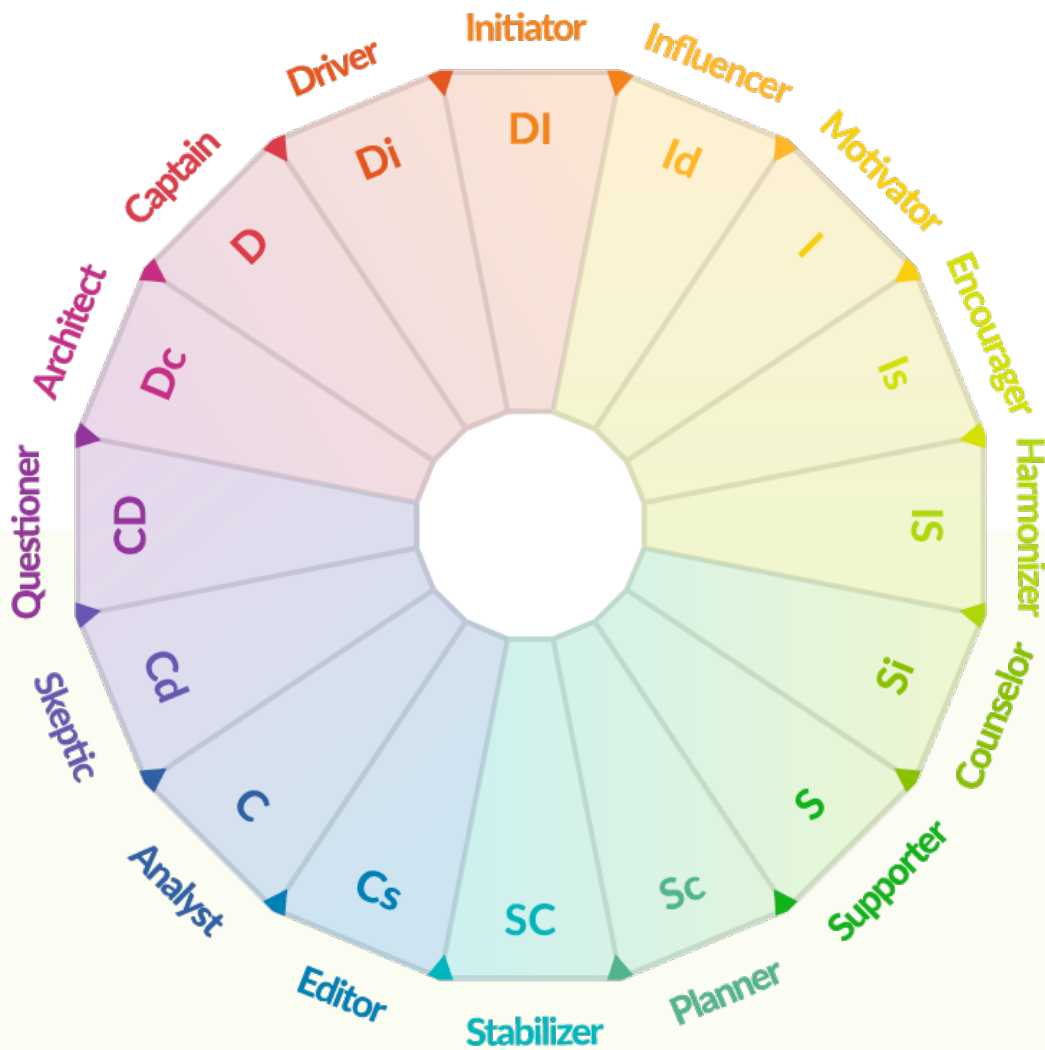
PERSONALITY GRAPH

Dominant, Influential, Steady, Conscientious



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:



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

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*



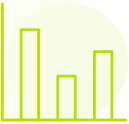
- Motivated by innovative, unique, creative ideas and excited by the future
- Tend to prefer building new relationships and experiences
- Communicate in a casual, expressive way

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.

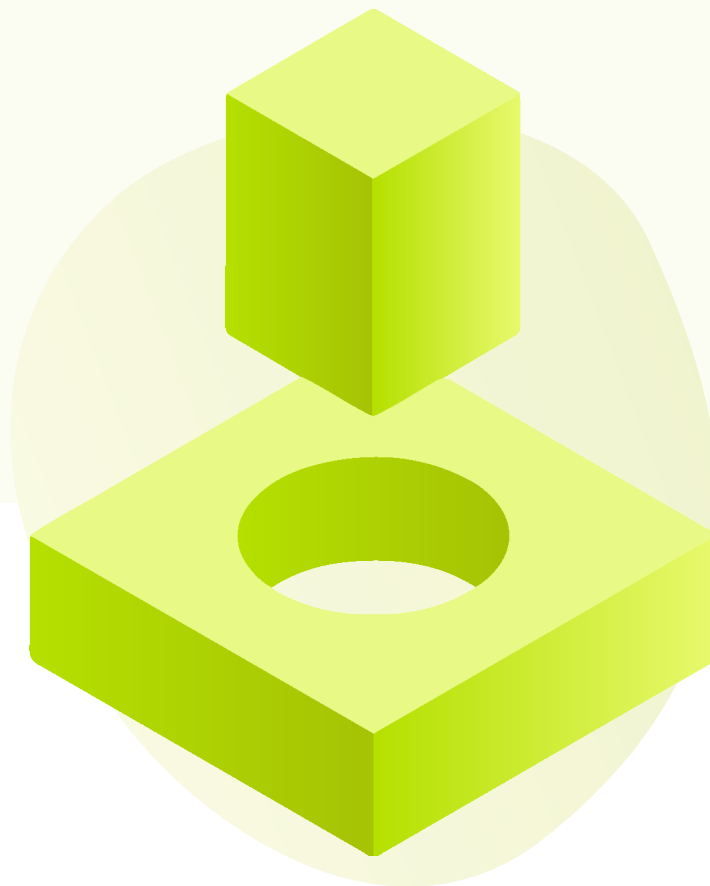
By understanding someone's personality type, you can learn how to best communicate with them.



Personality in Hiring

Our personality filters the way we interpret the world around us; whether it's what movies we like, how we like to communicate, or what we like to do for fun, many of our choices can be linked back to our personalities. So, when someone addresses us in a way that comes naturally to ourselves, we are more inclined to like them. For example, someone who's warm and casual in conversation is more likely to get along with another warm, casual person than they are with someone who is more formal and reserved.

Understanding someone's personality can prevent you from missing out on important opportunities. By learning to understand personality differences and adapt your communication style to fit the other person, you are more likely to make a good impression and get the job you deserve.



Section 2

**Convince anyone
to hire you**

CONVINCE A D-TYPE TO HIRE YOU

Assertive, straightforward D-types can seem intimidating in interviews; however, *they generally appreciate when a candidate is confident of their own abilities and can remain focused and formal in an interview*. Make sure to avoid bringing in too many unnecessary personal details or talking more than the questions require. Be prepared to give direct examples of your past experience.

If you're looking to convince a D-type to hire you, use phrases like:

- What do you want out of this?
- I'm ready to get started...
- Really appreciate the time...
- What's important to you right now?

Ask questions like...

- What measurable growth would you like to see?
- What are the daily expectations for this role?
- What are you expecting from the person who fills this position?
- Is there any reason you think I wouldn't be a good fit for this role?



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

Do

- Project boldness and self-confidence
- Offer to provide examples of your work
- Focus on your ability to work quickly
- Use a serious, intense tone

Don't

- Take too much time to get to your point
- Hesitate to talk about money
- Rely too much on external references
- Be overly open before building trust



CONVINCE AN I-TYPE TO HIRE YOU

Creative, enthusiastic I-types appreciate the chance to get to know more about a person.

When interviewing with an I-type, try to maintain an optimistic, casual tone, while sharing your past experience in an engaging, story-filled way. Make an effort to identify a shared interest with the interviewer. After the interview, initiate a follow-up, but avoid being overly pushy or demanding.

If you're looking to convince an I-type to hire you, use phrases like:

- It would be great to meet in person...
- I like to solve problems with an experimental approach...
- I can tell you a story about that...
- I believe we share a few things in common...

Ask questions like...

- Where do you hope the company is in five years?
- What does your company prioritize in terms of culture?
- What are you most looking for in new hires?
- How would you like your group to make a difference in the world?



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

Do

- Tell stories about your experience
- Focus on your ability to be creative
- Use a casual, light-hearted tone
- Point out a mutual connection or interest

Don't

- Dwell too much on your past accomplishments
- Use overly general, bland language
- Wait for them to follow up
- Focus too much on their problems



CONVINCE AN S-TYPE TO HIRE YOU

Thoughtful, people-oriented S-types tend to focus on reliability and loyalty when hiring.

Use a warm, casual tone to discuss your previous work experience and avoid rushing the conversation. If possible, provide solid, trustworthy references, which will help S-types trust your authenticity more. Don't expect the decision to be quick, since S-types generally prefer to take their time.

If you're looking to convince an S-type to hire you, use phrases like:

- I'm very open to learning...
- I try to be as diligent and consistent as possible...
- I would love to work on this...
- I can provide references for you to speak with...

Ask questions like...

- What do you enjoy most about your team?
- How do you think your organization helps others?
- What have you learned most from your job?
- What is the daily routine like?



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

Do

- Project openness and positivity
- Focus on your consistency and diligence
- Use a warm, friendly tone
- Offer to provide references

Don't

- Be too direct about your personal ambitions
- Downplay the competence of the existing team
- Move the conversation too quickly
- Imply that you will make many immediate changes



CONVINCE A C-TYPE TO HIRE YOU

Analytical, thorough C-types generally focus on quality and efficiency. When interviewing with a C-type, answer every question completely and be prepared to back up claims about past experience with measurable results or other evidence. Make sure to convey a strong sense of professionalism throughout the discussion and avoid bringing in personal information unrelated to the job.

If you're looking to convince a C-type to hire you, use phrases like:

- I focus on producing high quality results...
- I know you probably have questions, like...
- I have so much respect for what you all have accomplished...
- I am confident in my ability to...

Ask questions like...

- What are the day-to-day operations here like?
- What expectations do you have for those coming into your company?
- What is the company's communication like?
- How does your company adapt to new or unexpected circumstances?



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

Do

- Focus on your ability to produce high quality results
- Offer to answer questions they have in writing
- Use a calm, collected tone
- Project certainty and competence

Don't

- Be overly enthusiastic or optimistic
- Initiate physical touch unless they do
- Ask about personal details unless they do
- Bring other people into the meeting unannounced



Interview to Impress

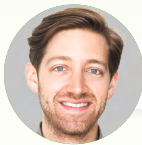
Ultimately, much of the hiring process comes down to making a good impression on the interviewer. If you get an interview, you likely have the experience they're looking for; they're usually determining how well you will fit with the team. By practicing effective, empathetic communication, you'll show the hiring manager you are someone people will want to work with.

Getting hired can be incredibly difficult; personality insights through tools like Crystal can make it easier to make the best impression and land the job of your dreams.



Understand anyone's *communication style*

Thousands of professionals globally use Crystal to communicate more effectively, write more persuasively, and build trust faster with new people.



MAKES QUICK DECISIONS



APPRECIATES DETAIL



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