How understanding personality can help you find the perfect gifts

# GIFT IDEAS BASED ON PERSONALITY

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Intro

# The Stress of Giving Gifts

# THE STRESS OF GIVING

As the holidays draw near, the energy in the air changes. There always seems to be a lingering stress or obvious panic as people scramble to find the best gifts for their loved ones. No matter how well you know someone, gift-giving can often feel overwhelming.

How can you be sure you'll pick out something they'll like?

#### One way is to look for something that aligns with their personality.

Personality insights can be used in a variety of ways every day when getting to know new people, building trust, and resolving conflict. But it can also be used for something as seemingly simple as giftgiving. Just like each personality has unique ways of thinking, acting, and communicating, they also have their own natural preferences when it comes to gifts.



Section 1

# Understanding personality

# **UNDERSTANDING PERSONALITY**

At Crystal, we use a personality model known as DISC to talk about personality. Without getting too technical, the DISC framework classifies 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.

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 important in how we interact with one another, like when thinking of what to give someone for the holidays. For example, a person who is a warm, people-oriented Supporter (S) may be less likely to enjoy a gift that requires them to step really far outside of their comfort zone. They'd usually prefer a relaxing gift that helps them feel appreciated and at peace. A Motivator (I), on the other hand, tends to enjoy exciting experiences and might love a gift that challenges them to try something that may be scary or out of their normal routine.

By understanding someone's personality type, you can learn how to find a gift that they'll truly enjoy.

**Quick tip:** If you want to learn more about the personalities of your friends and family, invite them to take our quick personality test, which is also available on our mobile app!





Section 2

# Gift ideas based on personality

# **GIFT IDEAS FOR D-TYPES**

Confident, driven D-types tend to be motivated by practical gifts that can help them achieve their goals or get what they want in the long-term. Most of the time, D-types want to continue feeling productive, effective, and successful.

Here are a few ideas for D-types:

#### EXACTLY WHAT'S ON THEIR WISHLIST

This may seem fairly self-explanatory, but you may be surprised at the amount of people who worry about getting a gift idea straight from someone's list. However, D-types don't generally shy away from gifts and they'll likely be very upfront about exactly what they want. Try not to stray too far from what they've asked for. They may have spent quite a bit of time making sure they asked for the exact right item. They will feel most understood and appreciated when someone gets them something they actually want, need, and will use.





#### **GYM MEMBERSHIP**

If you don't have a wishlist for a D-type, a good place to start is by getting them a gym membership, either through a gift card or by purchasing a class package. Find a wellreviewed gym near them and invest in their productivity. Many D-types enjoy being active since they are highenergy and exercising is a way to exert themselves while being productive.

# **GIFT IDEAS FOR D-TYPES**



#### **CASH OR A GIFT CARD**

As mentioned earlier, the person who knows what a D-type wants most is themselves. By getting them a gift card to a place you know they love or by giving them cash that they can contribute to whatever they'd like, you're telling a D-type you respect their wishes and are rewarding them with the opportunity to control the outcome themselves.

#### **APPLE WATCH**

An Apple Watch can make a D-type's life easier. By moving all the technology of their phone onto their wrist, tasks can be done more efficiently. They can set timers and reminders, follow directions to their next meeting, track their workouts, use Apple Pay, and more, all without even needing to find their phone.



# **GIFT IDEAS FOR I-TYPES**

Idealistic, inventive I-types are likely to appreciate exciting or inspiring gifts, especially those that give them a chance to try something new or interesting.

#### Here are a few gift ideas for the I-types in your life:

#### AN EXCITING EXPERIENCE

I-types often love to try new things or participate actively in the world around them. Experience gifts give them a chance to do it at no cost to them. You could get them a ticket to see a concert or show, a gift card to Airbnb so they can travel, or certificates for an art class, a ropes course, or, if they're especially bold, skydiving.





#### TOOLS FOR THEIR CREATIVE OUTLET

Depending on what they like to do to express themselves, you can consider getting them needed supplies. If they enjoy painting or sculpting, they tend to regularly need materials, like clay, paint, canvas, and more. If they are more active writers, they're likely to appreciate notebooks or pens. For musicians, an instrument, music editing software, or even just a nice pair of headphones can help them pursue their passions.

# **GIFT IDEAS FOR I-TYPES**



#### **FOOD-RELATED GIFTS**

For many I-types, their passion for experience extends to an enjoyment of food. They may enjoy receiving a fun cookbook, full of creative, unique food combinations, a food and wine subscription box, or a gift card to their favorite restaurant. Depending on if they drink, an I-type may also enjoy getting a nice cocktail set, which may help them entertain guests at one of the many parties they'll likely attend.

#### **INSPIRING AND UPLIFTING BOOKS**

Books are a good idea for most people, but each type tends to enjoy different kinds of books. I-types may prefer a book that helps them feel encouraged to follow their dreams, especially if it's written by someone they look up to. A few examples of motivational books for I-types may be:

Tina Fey's Bossypants Michelle Obama's Becoming Robert (Bob) Iger's The Ride of a Lifetime: Lessons Learned from 15 Years as CEO of the Walt Disney Company



# **GIFT IDEAS FOR S-TYPES**

Peace-seeking, comfort-driven S-types enjoy gifts that help them feel appreciated and safe. They tend to care less about how practical a gift is and more about the thought someone put into it.

#### Here are a few ideas for S-types:

#### WARM, COZY ITEMS

S-types tend to prioritize peace and security. They also tend to expend most of their energy while attending to the needs of others. To help them feel relaxed and valued, give them a comforting gift, like a weighted blanket or a pair of comfortable slippers. Gifts that make them feel warm and at ease can help show that you care about their well-being and contentment.





#### SOMETHING THEY MENTION IN PASSING

It's important to show S-types that you're paying attention to what they say. Because they tend to keep a lot of things to themselves, S-types like to feel that what they do choose to share is heard and remembered. So start listening. They may mention a new pair of shoes, a favorite movie, or even something like a kitchen appliance that has stopped working. By making an effort to tend to their needs, you can make them feel secure and supported, which for S-types may be the most important gift of all.

# **GIFT IDEAS FOR S-TYPES**



#### A SENTIMENTAL GIFT

Though most people enjoy receiving something warm and sentimental, S-types tend to especially love emotional gifts that show just how much someone cares about them. This could be a book of memories or an antique - something that's unique to your relationship with the person.



#### **QUALITY TIME EXPERIENCES**

S-types tend to enjoy spending quality time with the people they love. Though gifts are often physical items, S-types will likely appreciate the presence of someone they care about more than a traditional gift. By buying tickets to a movie or dinner to a restaurant for you and the S-type in your life, you show that you care and enjoy spending time with them.

# **GIFT IDEAS FOR C-TYPES**

Logical, curious C-types often enjoy gifts that help build their base of knowledge. Like D-types, C-types also prefer receiving practical gifts that they can actually use, rather than, say, something decorative that doesn't serve a functional purpose.

#### Potential gifts for C-types include:

#### **CONTRIBUTIONS TO THEIR HOBBY**

Whether they love to hike, collect things, play video games, or do something entirely different, C-types will likely see value in a gift that will add to their hobby. Depending on what they enjoy doing in their free time, potential gift ideas may be a new tent, soldering tools, a chess set, a telescope, and more.





#### **BOOKS RELATED TO THEIR INTERESTS**

C-types love to learn and books have a lot to teach. If the C-type in your life is passionate about a particular subject, like history, astronomy or technology, try giving them a trusted book on the subject. **Tip:** Do your research and avoid getting just any book. C-types are most likely to enjoy well-backed, fact-based books with reliable information.

A few examples of books that C-types may enjoy are: Stephen Hawking's *The Illustrated Brief History of Time* Yuval Noah Harari's *Sapiens: A Brief History of Humankind* Steven Pinker's *Enlightenment Now: The Case for Reason, Science, Humanism, and Progress* 

### **GIFT IDEAS FOR C-TYPES**



#### A CERTIFICATE TO MASTERCLASS

Masterclass is an online program that invites the top people from different fields to teach classes online. They can learn writing from Malcolm Gladwell or Margaret Atwood, photography from Annie Leibovitz, cooking from Gordon Ramsay, conservation from Dr. Jane Goodall, and more.

#### AN INTRICATE PUZZLE

C-types tend to enjoy mentally stimulating activities and puzzles will keep them occupied for a while. Whether it's a three-thousand piece jigsaw puzzle, an intricate build-it-yourself mechanical puzzle, or any other challenging brain teasers, C-types are likely to enjoy the process of problem-solving.



# **CHOOSING THE PERFECT GIFT**

Though it may seem tough to find a gift for everyone on your list, using their personality to narrow the options can be a big help. By making an effort to show that you chose a gift with their likes and preferences in mind, you're one step closer to helping everyone enjoy this holiday season.

Crystal's new book Predicting Personality is out now and would make the perfect gift for anyone on your list! Learn more at **crystalknows.com/book**.

To learn more about personality, check out our Personality Hub or take our quick *personality assessment*.



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