

LEANING INTO **YOUR STRENGTHS**

*Why understanding your personality
will help you utilize your strengths*

TABLE OF CONTENTS

- 3 BUILD AWARENESS
- 5 UNDERSTANDING PERSONALITY
- 7 STRENGTHS BY PERSONALITY TYPE

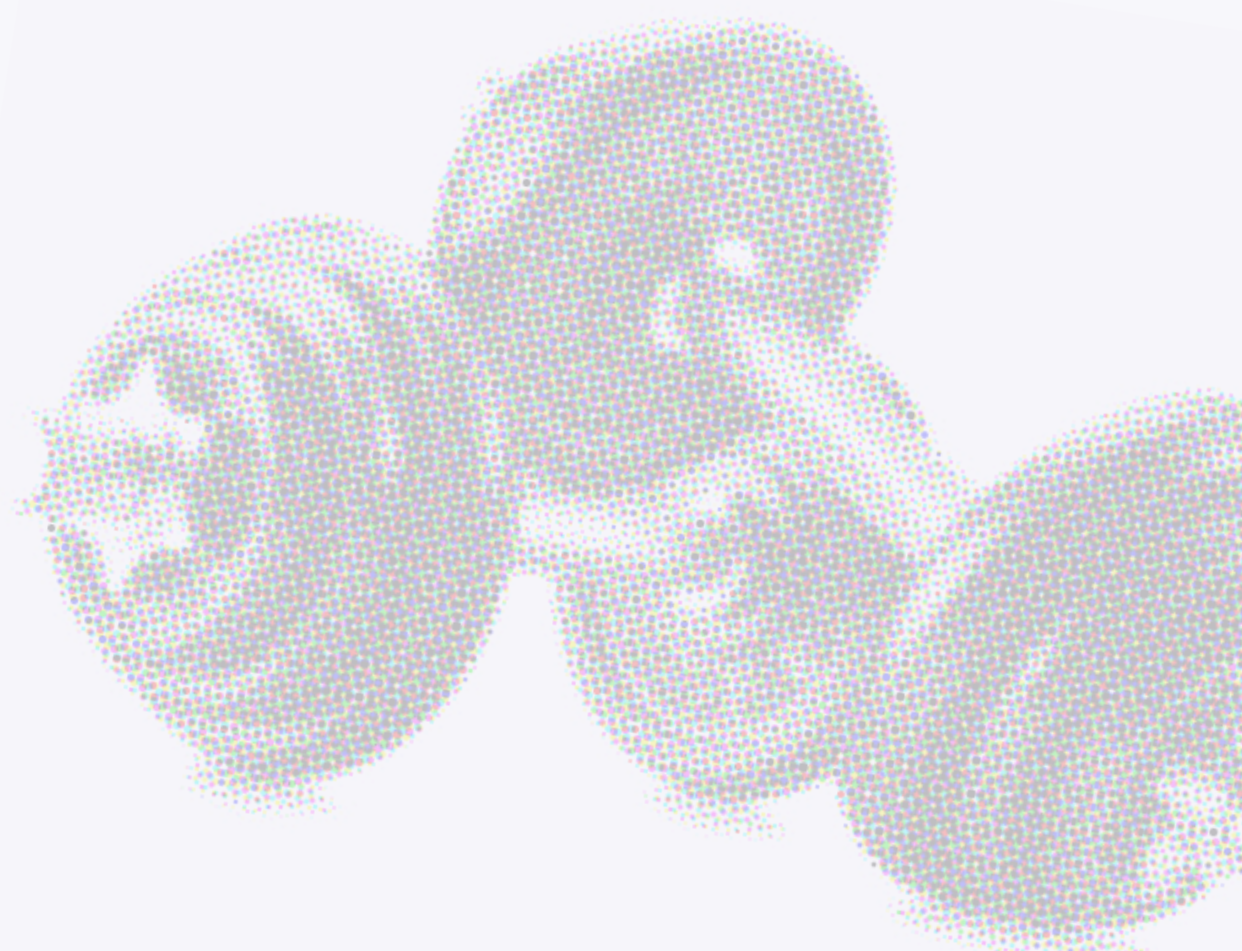
D-types' Strengths

I-types' Strengths

S-types' Strengths

C-types' Strengths

- 12 IMPROVE YOUR QUALITY OF LIFE





Build Awareness

BUILD AWARENESS

It may seem obvious that when we're able to understand and practice our strengths, we tend to be much happier. However, there are plenty of people who aren't aware enough of their natural strengths to take full advantage of them. An [analysis done by Gallup](#) showed that those who are able to use their strengths every day are three times more likely to believe their quality of life to be excellent than those who don't take advantage of their strengths.

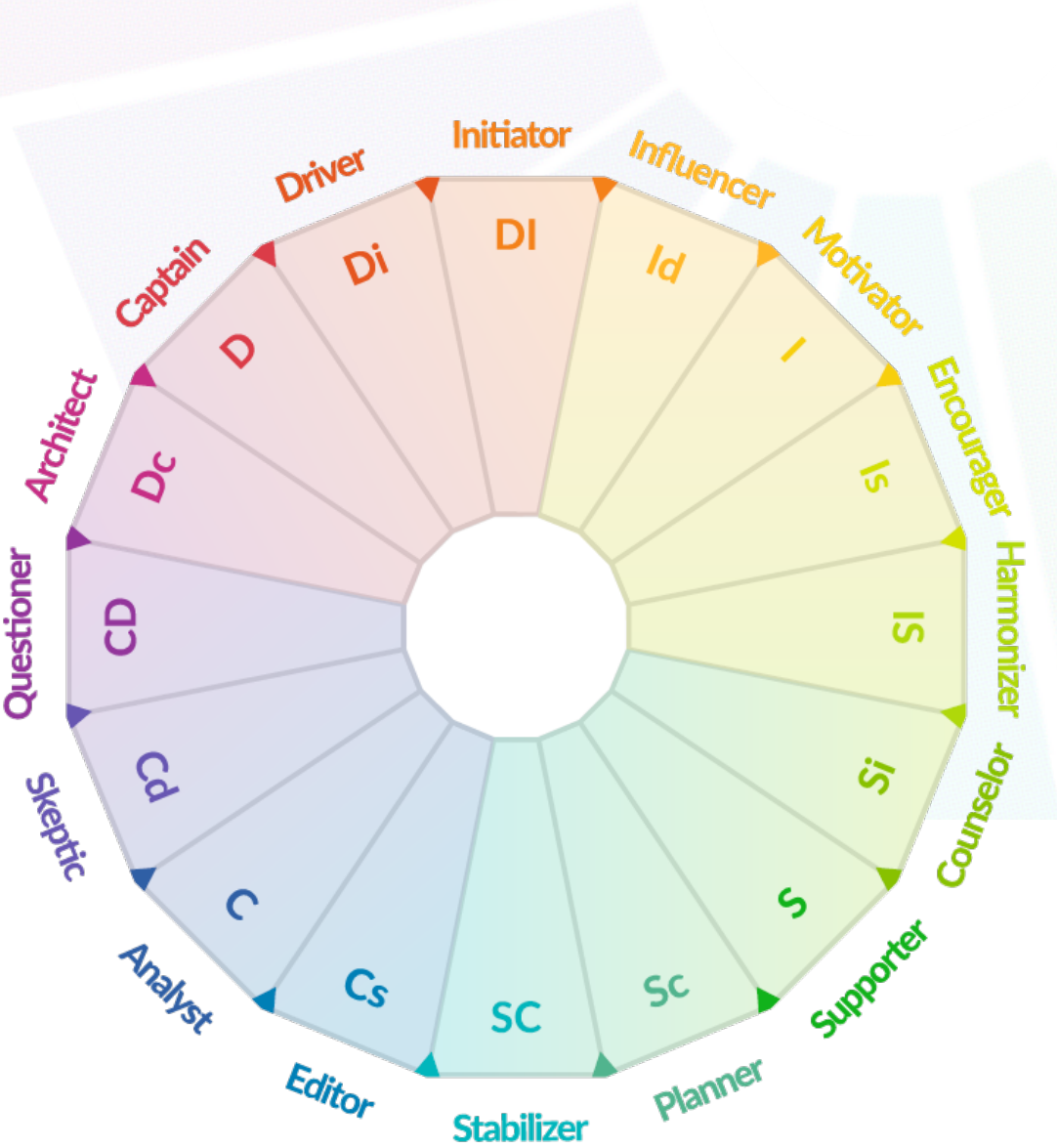
When people are given the tools they need to learn more about their strengths, they are able to work toward becoming better versions of themselves and attaining a higher quality of life. By making an effort to understand and make use of our strengths, we can take control of our lives to become better, more balanced people. Beginning a journey of self-discovery and growth, can strengthen your relationships, both professional and personal, improve your job performance, and enhance your life. To help develop this deeper understanding of yourself, you should start by learning more about your own personality.



UNDERSTANDING PERSONALITY

Without getting too technical, when Crystal determines your personality, it uses a framework called DISC to classify your 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 to recognize when understanding yourself. For example, if you are a warm, people-oriented Supporter (S) you're less likely to be naturally skilled at assertively leading a group. You'd usually prefer to help guide others in a patient, peaceful manner. A Captain (D), on the other hand, tends to naturally be good at confidently directing others and often has difficulty stepping back and calmly advising people over time.





Strengths by Type

D TYPE'S STRENGTHS

D-types tend to be natural leaders. They are usually able to stay calm under pressure and accomplish goals with confidence. Their strengths tend to lie in their ability to make firm decisions, effectively lead groups of people, and comfortably take on responsibility. Unlike many people, D-types are usually comfortable facing necessary conflict — a gift that they can use to benefit others.

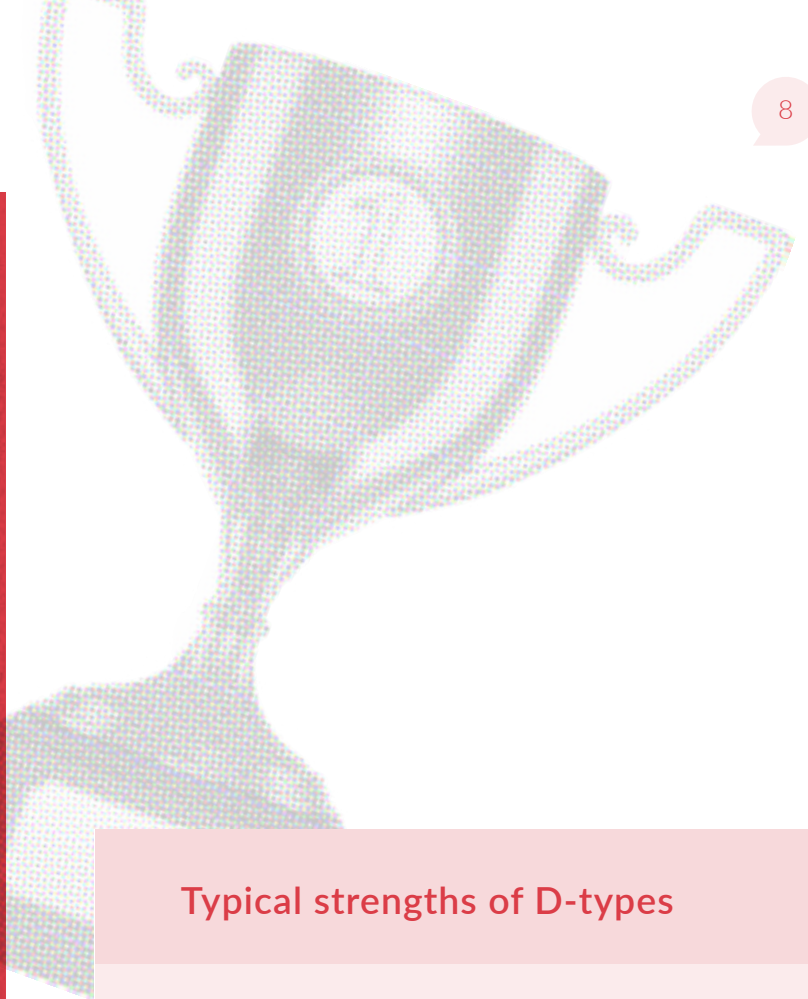
D-types strengths can have a significant impact on the people around them. They can bring about important change, help others work toward personal goals, and push people to be better versions of themselves. Their determination and hard work can leave an impact, so it's important they continue to take advantage of their natural abilities.

Typical strengths of D-types

- Committing to decisions quickly
- Having a high tolerance for risk and bold decisions
- Comfortably assuming responsibility and ownership over results
- Persistently pursuing important goals

D-types should utilize their strengths by...

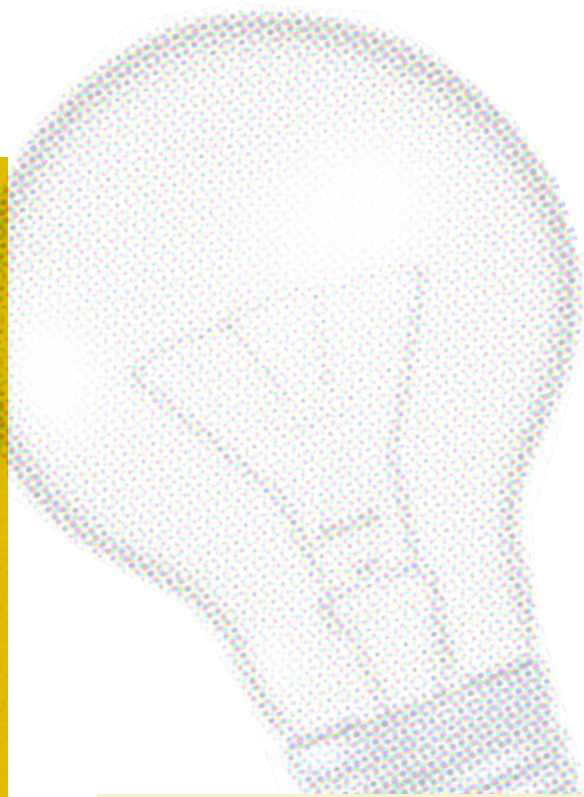
- Being upfront about their intentions
- Maintaining responsibility and ownership over results
- Challenging others to come up with a better solution.
- Bringing underlying issues or conflicts to the surface
- Providing constructive criticism without using too much force



I TYPE'S STRENGTHS

Optimistic, creative I-types tend to be comfortable with risk and communicating openly. They tend to enjoy pursuing new ideas and trusting their gut when making decisions. Their strengths tend to lie in thinking outside the box, building personal connections with a diverse group of people, and motivating others toward a goal. I-types are able to inspire others to be more creative and open minded, which can help the people around them move toward growth.

I-types are able to motivate groups of people. Their natural strengths can make a difference in the lives of their friends, family, and coworkers. They are talented entertainers who can make quick connections with others and help them consider new possibilities. With practice, I-types can make a difference to the world around them with their creativity.



Typical strengths of I-types

- Presenting the big picture
- Rallying support for creative ideas
- Thinking of innovative ideas
- Being quick to spot new opportunities for advancement

I-types should utilize their strengths by...

- Bringing out the positive energy of other people
- Solving problems by involving others and learning from them
- Thinking of creative scenarios to benefit everyone in a negotiation
- Understanding the emotional motivations of other people
- Identifying the hidden abilities of people and allowing them to be creative



S TYPE'S STRENGTHS

Calm, supportive S-types tend to be naturally people-oriented and thoughtful. They tend to prefer following set plans and investing in relationships over time. Their strengths tend to lie in their ability to build strong, lasting connections with other people, provide a stabilizing presence in tough situations, and use low-risk or proven solutions to accomplish tasks.

S-types have warm, welcoming spirits that can help others feel at ease. Their strengths help them build personal connections and relationships with people around them while creating an atmosphere of peace and calmness. When they are able to lean into their abilities, S-types can be loyal people who are skilled at working with others.

Typical strengths of S-types

- Listening considerately to others
- Providing a stabilizing presence during tough situations
- Considering the impact on people when making changes
- Offering support and guidance, when needed

S-types should utilize their strengths by...

- Listening to other people and allowing them to freely share their thoughts, feelings, and concerns
- Providing predictability and loyalty that other people can trust
- Using silence and intentionally pausing to encourage the other person to say more
- Being compassionate and empathetic towards opposing viewpoints



C TYPE'S STRENGTHS

Methodical, reserved C-types tend to be very organized, logical problem-solvers. They usually prefer to communicate infrequently, often opting to send updates in writing. Their strengths often lie in their ability to remain realistic, carefully consider the details of a decision, and identify specific issues or errors. C-types are able to spot important issues, even small, detailed mistakes, which can help prevent problems from growing into something bigger.

C-types are trustworthy, honest people who are skilled at resolving problems. They can show consistency and caution in tough situations. They are careful to think through their decisions, which is likely to help prevent significant errors. C-types who are able to understand and make use of their strengths can be effective, motivated people.

Typical strengths of C-types

- Maintaining focus on the problem at hand
- Identifying practical ways to help others improve
- Being straightforward, objective, and grounded in reality
- Effectively gathering information

D-types should utilize their strengths by...

- Giving instructions with clearly defined procedures and guidelines
- Documenting their progress and writing down any insights
- Asking discovery questions to learn all of the relevant details
- Using facts and data where applicable



IMPROVE YOUR QUALITY OF LIFE

Recognizing and practicing your natural strengths can make all the difference in your life. When you're doing things that don't come as naturally to you, you're likely to feel less confident and more out of place. However, when you take advantage of your strengths, you're likely to feel more content with the work you're doing. You can see an improvement in your work, relationships, personal understanding, and even your quality of life -all by doing more of what you're naturally good at.



Create lasting value *for your clients*

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