



*Using Personality AI to keep employees happy*

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# CREATING A CULTURE OF EMPATHY

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# Why Do People Leave?

# WHY DO PEOPLE LEAVE?

Last year, more than 42 million Americans quit their jobs in pursuit of something better. Considering there are only 327 million Americans to begin with, many of whom are children, that number can seem huge and unprecedented.

So what causes so many people to leave their jobs? One major factor is whether or not someone likes their boss or the team they work with. Many positions are becoming more collaborative, so when people don't know or connect with their coworkers, they are less likely to feel comfortable in their overall work environment. An easy way to prevent the loss of strong, hard working people is to make sure that your company culture ensures everyone feels supported, included, and understood.

This may seem easy, but when you consider everyone's unique personalities, including their likes, dislikes, strengths, and communication styles, it can seem impossible for one approach to help everyone feel equally comfortable in the workplace. In order to ensure happiness across the board, you should pursue a solution that accounts for everyone's differences



## EMPATHY EQUATION

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At Crystal, we believe empathetic communication is the solution. Simply put, empathetic communication is a way of adapting your style to communicate with others the way they like, rather than the way you like.

It looks like this: **WHAT + WHY + HOW**

This “equation” makes it easier to set yourself up for success when talking to others. To use the Empathy Equation, you need to identify three key things before you talk with someone: **WHAT** they want from the interaction. **WHY** they want it. **HOW** they want to interact.



For example, let's say you and your colleague Amy are having a disagreement about how to approach a problem you're facing with a shared project. While it may be an uncomfortable conversation, if you think about the factors of the Empathy Equation beforehand, you can go in much more confident that you'll both be able to work through the issue:

**WHAT** Amy wants to feel heard, understood, and respected, especially during disagreements where she may otherwise be feeling insecure, stressed, or frustrated. She likely wants to approach the problem carefully, with a lot of intentional thought.

**WHY** She places a lot of value in patience and loyalty, since she cares about what others think of her and generally builds trust and comfort over time.

**HOW** She feels most comfortable in lengthy, in-person discussion, so you should plan ahead and set aside a time to talk through the specific problem. It may help if you both find a better way to express disagreements in the future so you can avoid creating a conflict in the first place.

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*To learn more about the Empathy Equation and how it works,  
it's important to start with understanding personality.*

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*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. Crystal harnesses Personality AI, a new technology that uses machine learning and artificial intelligence to predict personality, to help people learn to communicate better with each other. We do this by either analyzing a text sample (e.g. a resumé or LinkedIn profile), or by inviting anyone to take a free personality test and view the results for themselves and any friends or co-workers 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.

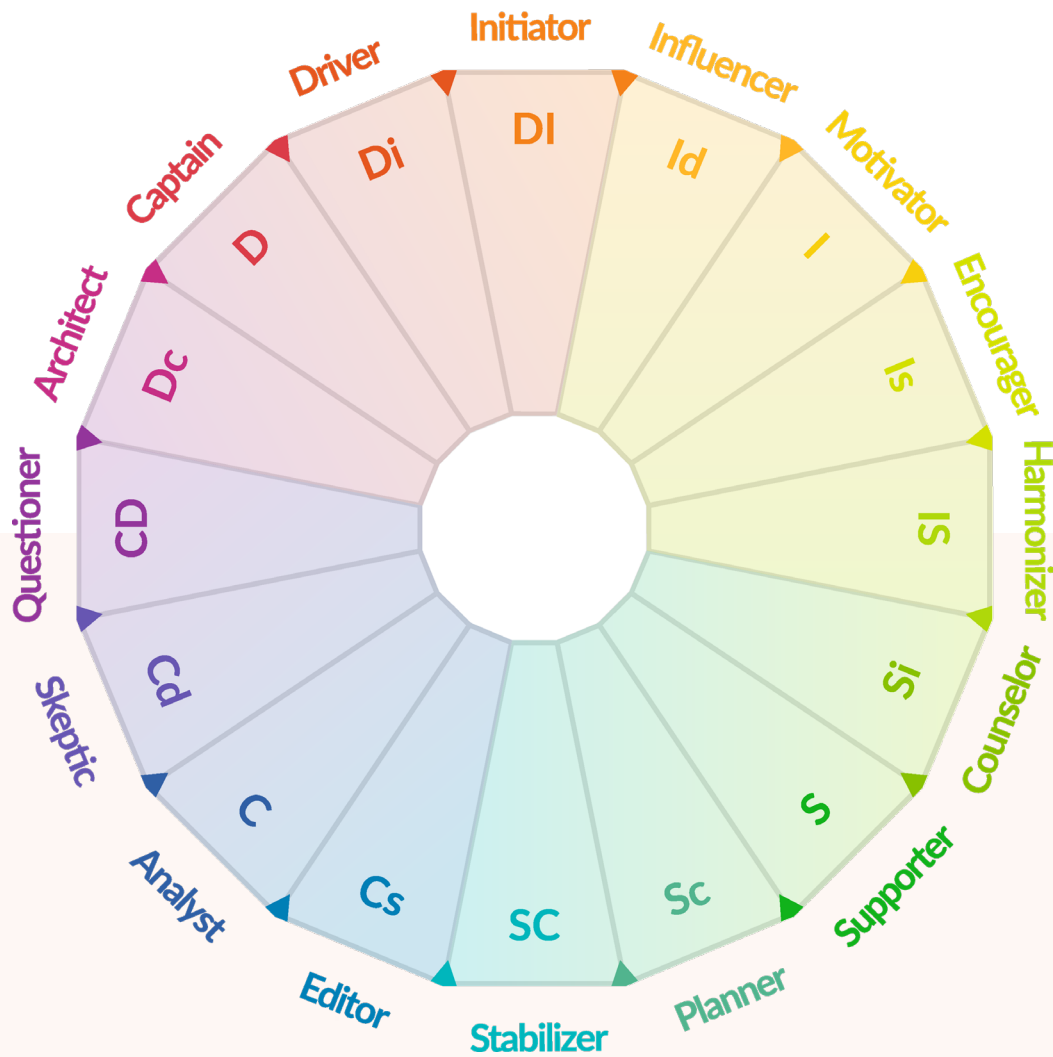
*When you can see personality insights, provided by tools like Crystal, you'll better understand how someone else thinks, acts, and prefers to communicate.*

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.



## GROUPS ARE COMPLICATED

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While personality may seem fairly straightforward, the dynamics at play on a team of people are diverse and complex. Teams made up of complicated individuals who each have their own distinctive personalities. Because people in every given group are naturally different, communication can be much more difficult and stressful than more simplistic, individual interactions.

Let's use our Crystal team as an example - because we each have our own strengths, weaknesses, communication preferences, and backgrounds, we tend to have naturally different reactions to situations.

At Crystal, my co-founder Drew and I have our fair share of conflict in the workplace. His natural enthusiasm, overt flexibility, and passion for new ideas don't always mesh with my more realistic, pragmatic, scheduled approach. Our differences can be extremely beneficial, since they lead us to make more well-rounded decisions, but they have also caused many tense arguments.

However, the awareness of our natural differences that we've developed from the time we've spent working with **personality has helped us learn to see the other's perspective and has significantly improved our conflict.**



Because our product, and the empathy it induces, is a huge part of our culture, each person on our team makes an effort to understand the unique work style of everyone else. This understanding helps make us the collaborative and communicative workplace that we are today.

When you learn more about others' personalities, you become more aware of why they do, act, or say certain things and you learn to communicate with them in a way they like. Empathy can ease tensions, resolve conflict easier, boost morale, and more. It's built within each of us, but getting to know each other more helps bring it out.

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***Once you have an understanding of the different personalities at play on your team, you can begin to include empathetic communication in very practical ways within your company.***

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*Section 2*

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# Recruit the Right People

# RECRUIT THE RIGHT PEOPLE

## CREATING BALANCED TEAMS

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When you're building or adding to a team, it's important to think about how different people with unique personalities will work with one another. Everyone brings different strengths and blind spots to a work environment, so it's important to hire a diverse group of people to help create a well-rounded organization, made up of many valuable perspectives.

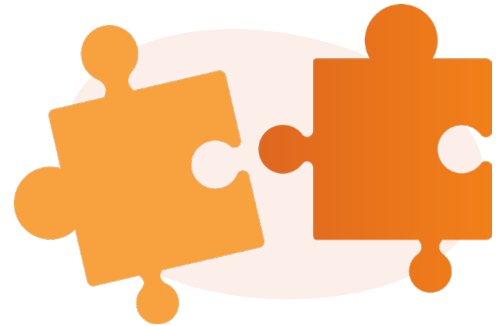
You don't want to hire too many idealistic, creative I-types, who may neglect to consider important specifics for the same reason you don't want a team exclusively made up of detached, detail-oriented C-types who may have difficulty taking big risks and trying brand new ideas. Creating a balanced team will help the whole group learn to see the value in differences.



# RECRUIT THE RIGHT PEOPLE

## CHOOSE THE RIGHT FIT

When hiring new people, it's important to choose candidates who will thrive in each position. While it can be hard to tell from a resume or a couple of interviews, Personality AI makes it easier to understand who's the right fit for a job. Although people are capable of extending themselves beyond what typically helps them feel energized, they will likely feel more excited and fulfilled by responsibilities that allow them to work in a way that comes naturally for them.



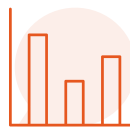
Assertive, direct **D-types** are likely to do well in positions that encourage them to set big goals, lead others, and produce results. They tend to feel drained or unmotivated if they're required to focus too closely on small details or patiently work through long, drawn-out, emotional discussions.



Outgoing, positive **I-types** tend to do well in roles that give them a chance to meet new people and think outside the box. They may feel drained and overwhelmed if they're locked into a strict routine and need to avoid any new, risky ideas.



Friendly, patient **S-types** tend to thrive in secure, consistent jobs. They are likely to enjoy a lot of group cooperation and long-term stability in the workplace. **S-types** may feel drained if they're required to regularly give blunt feedback and work in a competitive, fast-paced environment.



Private, logical **C-types** are likely to do well in positions that give them space to work on their own, follow a regular schedule, and demonstrate their skills and knowledge. They may feel drained if they're required to regularly present in front of large groups or patiently work through emotional problems with others.

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.



*Section 3*

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**Team  
Management**

# TEAM MANAGEMENT

## LEAD MEETINGS

When you understand how different personalities like to participate in meetings, you can plan the meetings to appeal to each person. While this may seem like a big, unimportant step on the surface, good leaders know that when people are bored or frustrated in a meeting, a lot of the information goes unheard. By incorporating Personality AI and learning to engage the whole group, you'll likely prevent any confusion, inattention, or stress in each meeting.



Focused, motivated **D-types** likely want direct, to-the-point communication along with set goals to work toward. They tend to want to avoid unnecessary, off-topic or drawn-out conversation. Try to focus on addressing one topic at a time with D-types.



Enthusiastic, optimistic **I-type** tend to seek inspiration, excitement, or encouragement from others in a meeting. They may want to take a few moments to connect with others. It's important to give them a bit of freedom to crack a few jokes or share a couple of stories, since both will likely help them feel more engaged with the material of the meeting.



Attentive, patient **S-types** are often accepting of different meeting styles, since they tend to be very accommodating. Though their natural understanding can be reassuring, you can make them feel more welcomed and included by asking them to share their thoughts or opinions on the topic at hand. Avoid pressuring them, but make sure they have a chance to see that their voice matters.



Detailed, thorough **C-types** often want a meeting to be fact-focused and well planned-out. They don't generally want to bring up unrelated matters. You will likely help them feel more comfortable by sharing an agenda for the meeting beforehand and honoring the designated time.

Team meetings become a lot easier to navigate when you have a better understanding of what each person needs. By using Personality AI for your meetings, you're sure to improve the team's productivity and comfort within the discussion.



# TEAM MANAGEMENT

## EASE COLLABORATION

Understanding how specific people on a team will work together can take a lot of time and effort, and without Personality AI, it's often still a shot in the dark. It all becomes a bit clearer once you know how people prefer to work with others. Some may thrive when collaborating, while others prefer to work alone. Ultimately, by learning more about personality, you can make stronger pairings that'll result in less conflict and more productivity.



**D-types** tend to thrive when working independently from others; they like leading others, but don't tend to enjoy close collaboration. They may be best suited for larger groups that offer them the opportunity to lead, while also giving them time to work separately from their colleagues.



**I-types**, however, are likely to enjoy working with others, especially when given a chance to bounce ideas around and have engaging discussions with new people. I-types tend to do well in groups that have the time and permission to try new things, talk about big ideas, and, at times, get a little off-topic.



**S-types** may like working closely with others, especially if they have time to get to know their coworkers on a deeper level. They will likely thrive in smaller groups that allow them the opportunity to connect with others and thoroughly think through a problem.



**C-types** tend to work better independently. They appreciate their privacy and are likely to thrive when they are given plenty of space to work on their own. When they need to collaborate, they'll likely prefer small groups that meet only to discuss major issues and spend much of the time working alone.

By understanding and respecting others' natural preferences in regards to working with others, you'll likely prevent unnecessary conflict and see better results.





# TEAM MANAGEMENT

## RESOLVE CONFLICT

When you do run into conflict in the workplace, Crystal's tools can be used to work through it in an effective and easy way. People tend to each have their own ways of managing conflict, meaning that tensions with each personality type should be handled differently.



**D-types** tend to be direct and, at times, blunt. They are likely to be clear and firm when they're frustrated. When resolving conflict with D-types, it's important that you hold your ground. Give them a chance to arrive at some conclusions on their own. But above all, avoid micromanaging or controlling their actions.



Try to maintain an open mind when working through issues with **I-types**. They tend to avoid upsetting others and may not always directly communicate how they're feeling, so try to be attentive to their body language. Make sure to avoid escalating an argument beyond the specific issue at hand.



**S-types** may feel more comfortable if you stay calm and patient, ask them questions about their perspective, and reassure them in difficult situations. They tend to feel uncomfortable arguing, so don't assume things are resolved if they don't push back. Instead, focus on helping them feel safe.



Approach conflict with logic and objectivity around **C-types**. Use specific evidence to prove your points and avoid questioning their abilities or using overly emotional language.

By learning to address tense issues in a way that helps everyone feel understood and comfortable, you can prevent unnecessary stress or frustration. Empathetic communication plays a major role in resolving conflict in a caring, considerate way, which ultimately helps the whole team feel at ease in the workplace.



# IN ACTION

“We recently used Crystal profiles of all employees as the subject of a company wide meeting, during which we talked about what energizes and stresses each team member and how we can best show them appreciation. We have used DISC profiles in our company before, but this was the first time we really dug into what they mean and how they can help us be more productive, happier team members. The understanding I got from the team meeting with Crystal profiles gave me the push to visit one-on-one with every team member to discuss what form of appreciation works best for them and what I can do in the future to be more appreciative. I’m confident this will have a positive impact on my team’s engagement and morale.” - *Jeff Bradford - President and CEO of The Bradford Group*

Personality insights make it easier to understand the world around you and empathize with everyone you encounter, which means that there are limitless ways to use it. For more about using Personality AI tools like Crystal to make your company culture one of empathy, visit our [website](#) or check out our new book, *Predicting Personality: Using AI to Understand People and Win More Business*.

*With personality insights, you’ll be able to build an empath-driven company culture.*

The image shows a screenshot of a Crystal Profile for Neil Chopra. The profile includes a circular profile picture of a man with dark hair and a beard. To the right of the profile picture, the name "Neil Chopra" is displayed above "Crystal Profile". Below this, a text box states: "Neil tends to be meticulous, detail-oriented, and skeptical of change". Underneath, there are three lines of information: "Type: Motivator (I)", "Likes: collaboration", and "Avoids: blunt criticism". Below this text is a "PERSONALITY GRAPH" which is a circular diagram with 12 segments. The segments are labeled with letters and colors: D (Dominant), DI, Id, I (Influential), IS, S (Steady), SC, C (Conscientious), CS, and DC. A small profile picture icon is placed in the center of the graph, and a blue gear icon is visible on the right side of the graph.



# Unlock your team's *full potential*

Thousands of leaders globally use Crystal to understand the behavioral dynamics of their team and help each person become more effective.



PERSISTENTLY PURSUES GOALS

HAS INNOVATIVE IDEAS



**TRY IT TODAY**

*Click to learn more*

**UPGRADE TO PREMIUM**