
ULTIMATE GUIDE TO

LAUNCHING CRYSTAL



*How to start using Crystal
at your organization*

By Greg Skloot, President of **Crystal** 

GETTING STARTED

When people first use Crystal, they often think it's magic - "how could a software program tell me so much about my own personality?" When launching Crystal within your organization, you'll find people may quickly get excited about understanding themselves better and are eager to learn about the personalities of their co-workers.

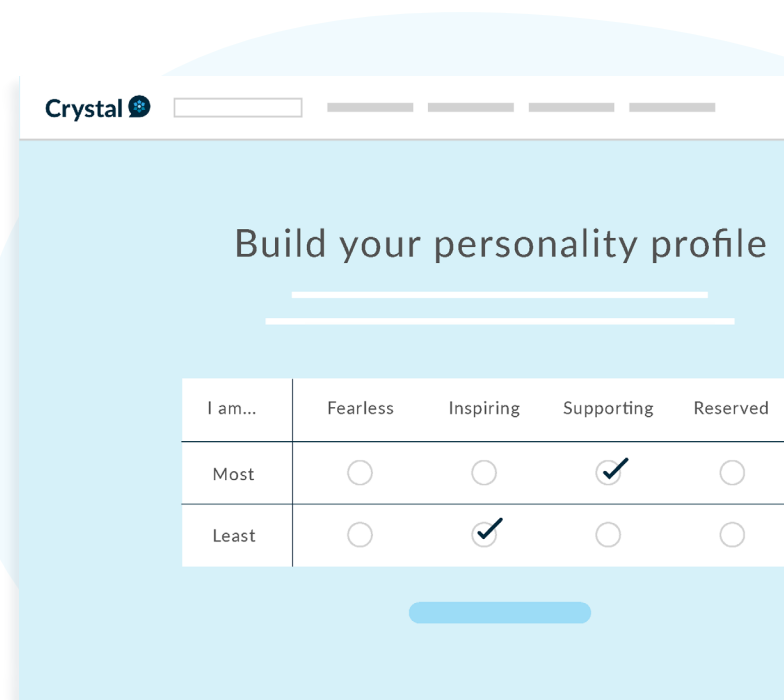
Luckily, launching Crystal is simple and easy. In this short guide, we'll break down 5 steps you can take to get your team started using Crystal.

Step 1: Sign up and take the free personality test

The best way to get started is by having everyone take [Crystal's online personality test](#). Just copy and paste the link from your [Team page](#) to invite your coworkers to join your team. Once people sign up, they'll be prompted to take the assessment.

QUICK TIP:

Make sure everyone signs up with their company email address to ensure they're automatically added to your company.



The screenshot shows the Crystal interface for building a personality profile. It features a header with the Crystal logo and a search bar. Below the header, the text "Build your personality profile" is displayed. A table is shown with the following structure:

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"/>

Step 2: Explore coworkers' personalities

Once the entire team has taken the assessment, co-workers can explore each other's personalities. You'll have access to everyone's natural strengths, energizers, stressors, and assessment results; you can even "thumbs up" especially accurate insights for each person.

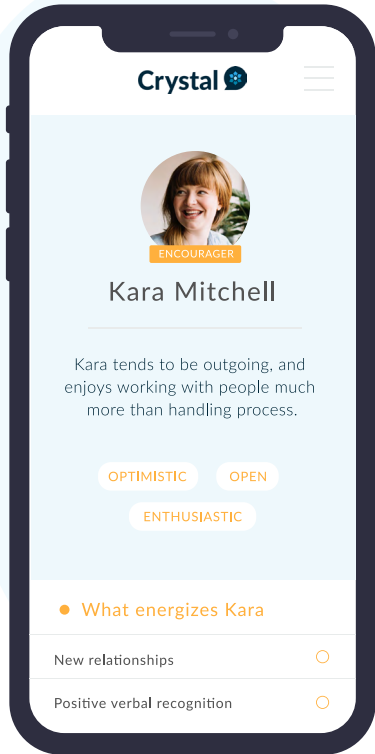
The screenshot shows the Crystal personality assessment interface for Kara Mitchell, a Marketing Manager. The interface includes a profile card with a photo, name, title, and a brief description: "Kara tends to be outgoing, and enjoys working with people much more than handling process." Below the profile are three personality traits: ENCOURAGER, OPTIMISTIC, OPEN, and ENTHUSIASTIC. The main content area is divided into three sections: "What comes naturally to Kara" with four items (Celebrate shared victories, Prefer to work in groups, Enjoy a story more than a list of facts, Solve a problem by getting insight from others), "What energizes Kara" with two items (New relationships, Positive verbal recognition), and "Conversation Coach" with two dropdown menus (I want to... Call Kara, so I can... Make a good impression) and an "Accuracy" section.

Crystal [Search Bar] [User Profile]

Kara Mitchell ✓
Marketing Manager
Kara tends to be outgoing, and enjoys working with people much more than handling process.

ENCOURAGER OPTIMISTIC OPEN ENTHUSIASTIC

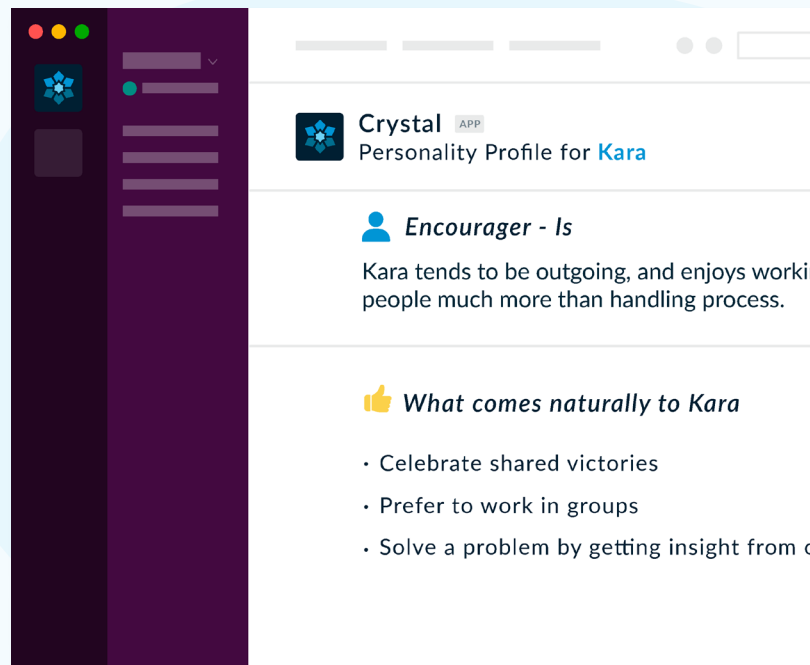
- **What comes naturally to Kara**
 - Celebrate shared victories
 - Prefer to work in groups
 - Enjoy a story more than a list of facts
 - Solve a problem by getting insight from others
- **What energizes Kara**
 - New relationships
 - Positive verbal recognition
- **Conversation Coach**
 - I want to...
Call Kara ▼
 - so I can...
Make a good impression ▼
 - [Button]
- **Accuracy**



Step 3: Install Crystal's other apps

MOBILE APP: Be sure to send each team member a link to download the [Crystal mobile app](#) for iOS and Android. This will ensure they can view personality profiles and conversation advice on the go, such as before an important meeting or call.

SLACK: If your team uses Slack, you can also install Crystal's Slack app, which will allow everyone to access each other's personality data directly in Slack. The Crystal Slack app provides real-time communication advice directly in Slack channels, based on each co-worker's personality.



Kara Mitchell
Predicted Profile

Kara tends to be outgoing, and enjoys working with people much more than handling process.

- Type: Encourager (Is)
- Likes: team spirit
- Avoids: small details

PERSONALITY GRAPH

Step 4: Add products for your team

As the team admin, you have the opportunity to purchase and explore additional products for your team, including:

CRYSTAL PREMIUM: Unlock unlimited access to the Crystal Chrome Extension, which enables you to identify anyone's personality from their LinkedIn profile or CRM record. This is perfect for people outside of your organization, like customers and prospects. Premium also includes 5 playbooks each month.

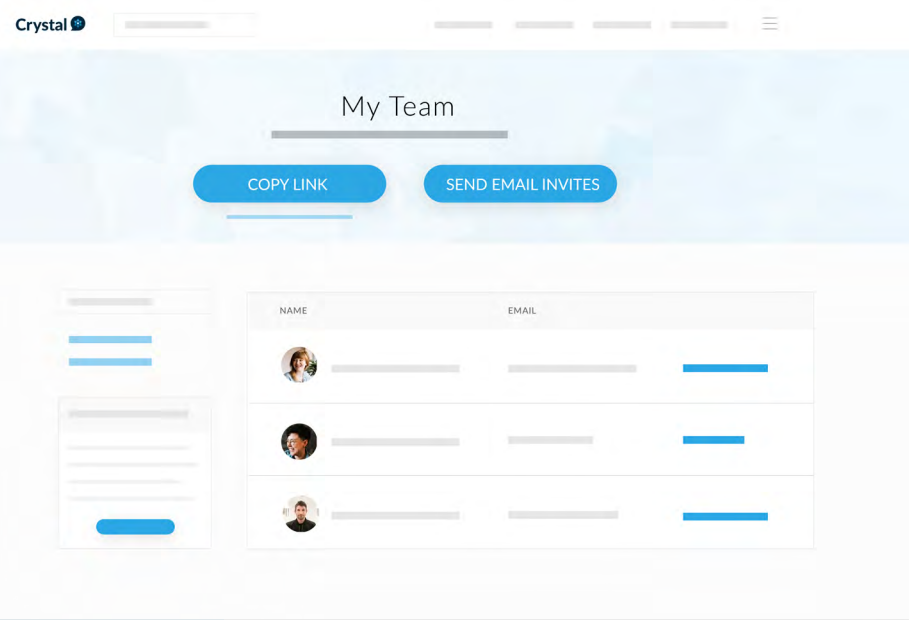
PLAYBOOKS: Create a customizable webpage that allows you to access insights and advice for communicating with a specific group of people in different scenarios. Playbooks can help you learn how to negotiate deals with certain clients, navigate changes with your coworkers, and more.

Sales Call Playbook

Crystal

Since Dan is a Driver (DI), he is only a **30% fit** for this role.

HIRING TOOL: quickly assess a candidate's personality and understand how their personality fits for a specific role you are hiring for. This tool allows recruiting and hiring managers to define the ideal personality traits for a role and see how candidates align with those expectations.



Step 5: Manage your team

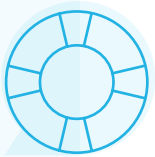
Crystal includes easy-to-use team administration tools on the [Team page](#). You can quickly add or remove users, purchase an upgrade, and select who should have access to Premium licenses.

Additionally, you can assign other members of your team to have admin privileges so they can also manage users and licenses, all from the same account.



TRAINING VIDEOS

For additional guidance along the way, we offer a library of training videos available anytime. Whether you'd like to see a closer look at dashboard profiles and using the conversation coach, or you want to learn more about other features, like the Chrome Extension or Playbooks, our videos offer easy to understand instructions to help you make the best use of Crystal. Watch the training videos [here](#).



HELP CENTER

You can also visit our online help center to answer questions about joining Crystal Premium, building playbooks, understanding the personality insights, installing the mobile app, and more. Visit our help center [here](#).



SUPPORT

We offer friendly, fast and real-human support anytime. If you have any other questions, we're here to help! Just email us at hello@crystalknows.com.

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



TRY IT TODAY

Click to learn more

UPGRADE TO PREMIUM