



## PERSONALITY BASED

# TRAINING

*Adapting your communication to help employees learn effectively*

# TABLE OF CONTENTS

- 3 CUSTOMIZE THE TRAINING
- 4 UNDERSTANDING PERSONALITY
  - 4 HOSTING THE SESSION
  - 4 HOW DIFFERENT TYPES LEARN
    - D-types
    - I-types
    - S-types
    - C-types
- 10 MAKE THE MOST OF YOUR TIME





# CUSTOMIZE THE TRAINING

Let's face it - required training or onboarding is not always the most exciting content for employees. For many people, taking in a lot of information in such a short period of time can be overwhelming. Rather than reciting generic information for each person you help train, you can use personality insights to better understand how to cater every session to best fit the unique learning style of each person.

By learning to adapt your communication style to the people you're training, you can ensure that your training is effective and empathetic, rather than boring or stressful.



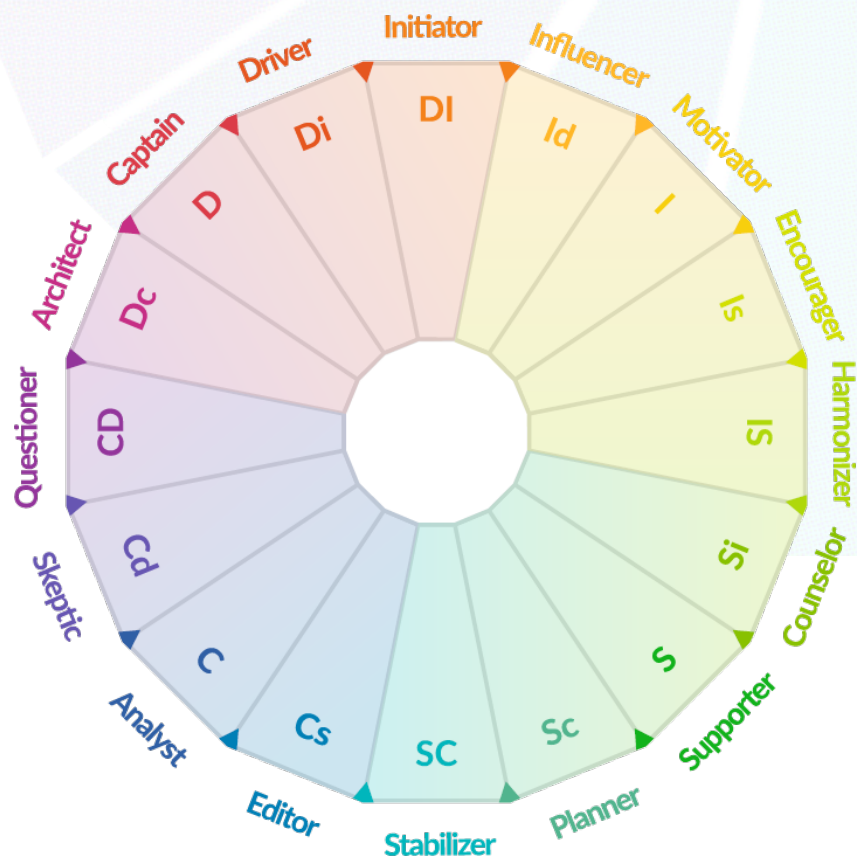


# UNDERSTANDING PERSONALITY

We built our product, Crystal, to enable anyone to identify and understand someone's personality so they can learn more about communicating effectively. With Crystal, you can invite others to take a free personality test so you can learn more about their natural strengths, energizers, communication style, and more. When you have access to insights provided by tools like Crystal, you can start to consciously adapt your training style so you can effectively teach others.

Without getting too technical, Crystal uses a framework called DISC to classify personalities into a few categories that 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

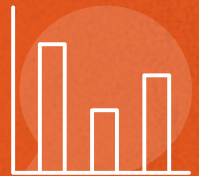


### **S Personality Types:** *Counselor, Supporter, Planner, Stabilizer*

- 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 understanding how others learn. For example, someone who is a warm, people-oriented Supporter (S) may not respond well to a really fast-paced onboarding, where they have little chance to interact with others. Instead, they're likely to appreciate a more thorough, interactive training that allows them time to take in the information and connect with those around them. A Captain (D), on the other hand, would likely want to get through the information as quickly as possible and may appreciate direct, clear instruction.

By knowing the other person's personality and understanding how they learn best, you can begin to adapt your training to make the most of your time and reach them effectively.



# HOSTING THE SESSION

Because training sessions are one of the best opportunities to really help people learn and grow, communicating effectively is crucial. In order to effectively hold a training or onboarding session, it's important to understand how someone likes to meet. Each personality tends to prefer different meeting styles and by knowing what they each enjoy, you can learn to adapt the tone, length, and style of your training accordingly.

More direct, focused types on the left side of the Personality Map, D-types and C-types, tend to prefer more formal meetings that give them all the information they need. They likely will appreciate meeting one person at a time, rather than sitting through a larger group meeting.

Social, warm types on the right side of the Personality Map, I-types and S-types, generally prefer more personal, relaxed meetings that give them the chance to build connections with coworkers. They may enjoy conversing regularly throughout and sharing a bit about their lives outside of work.

Those near the top of the map, D-types and I-types, tend to be more high-energy and fast-paced; they generally prefer to work through meetings quickly and are unlikely to make it an all-day affair. D-types are likely to become frustrated if they feel a meeting isn't benefiting them directly, while I-types may grow bored and allow their thoughts to wander if meetings run too long.





However, those close to the bottom of the Personality Map, S-types and C-types, tend to be more thorough and thoughtful; they usually prefer to take their time in meetings. C-types often use this time to take in more information and carefully analyze it, while S-types may take their time getting to know others and organizing their thoughts.

### HOW DIFFERENT TYPES LEARN

Just as each of us communicates differently based on our natural preferences, we also think and take in information differently. Some people learn more effectively through visuals and discussions, while others understand concepts more easily by reading about them. Taking the time to consider others' learning style can help you ensure that the information really sticks with each person.





## How D-types learn

Direct, confident D-types tend to be independent and upfront - they will likely communicate any questions they have very clearly. It's important to directly communicate the broader information, rather than getting into all the details and data behind it. They may want to move on as soon as they grasp a concept. If they're eager to move on from a concept before others in a larger, group training session, try to either give them a short break or find something else they can work on in the meantime.

### IF YOU'RE TRYING TO TRAIN A D-TYPE, USE PHRASES LIKE:

- The end result should be...
- This will be the tough part...
- These are the most important steps...
- You can try this part on your own...

DISC TYPE	DO	DON'T
<b>D Personality Types</b> <i>Captains, Drivers, Initiators, Architects</i>	<ul style="list-style-type: none"> <li>• Be clear about the end result</li> <li>• Give them a time to ask questions</li> <li>• Order the steps from most important to least</li> <li>• Give them space to work and learn independently</li> </ul>	<ul style="list-style-type: none"> <li>• Insist they complete a task in a specific way</li> <li>• Require them to wait on other people to move forward</li> <li>• Be vague about the expectations</li> <li>• Ask them to work at a steady pace</li> </ul>







## How I-types learn

Imaginative, creative I-types tend to enjoy interesting discussions and visual aids. They tend to learn best when they have a chance to actively engage with the material. Try to avoid just lecturing or sharing information without jazzing it up or giving them a chance to try it out themselves. Incorporate the material into an interesting story to liven things up a bit. If they're distracting others in a group session, try giving the group an opportunity to share their thoughts or questions about the concept so I-types have a chance to process what they're learning out loud.

### IF YOU'RE TRYING TO TRAIN AN I-TYPE, TRY USING PHRASES LIKE:

- Watch me as I do this...
- Let's start with the easy part...
- You can be creative with this part...
- I'm ready to walk through this when you are...

DISC TYPE	DO	DON'T
<b>I Personality Types</b> <i>Influencer, Motivator, Encourager, Harmonizer</i>	<ul style="list-style-type: none"> <li>• Use visual examples to show how to do something</li> <li>• Ask them to complete the quickest, clearest step first</li> <li>• Focus on the ways they can be creative</li> <li>• Project a friendly, positive demeanor</li> </ul>	<ul style="list-style-type: none"> <li>• Expect them to take all instructions literally</li> <li>• Allow them to go too long without checking-in</li> <li>• Ask them to complete repetitive, routine tasks</li> <li>• Be overly intense or demanding</li> </ul>





## How S-types learn

Routine-oriented, peaceful S-types will likely do well in a calm, organized meeting. Don't push them to learn a concept as quickly as possible. Instead, make an effort to ask them if they need any clarification on a topic and avoid putting them on the spot, whether in a group setting or in private. Help them feel comfortable as they learn by letting the conversation flow naturally.

### IF YOU'RE TRYING TO TRAIN AN S-TYPE, TRY USING PHRASES LIKE:

- Let me know if you have any questions...
- Follow the steps and this will go smoothly...
- You can work at your own pace...

DISC TYPE	DO	DON'T
<p><b>S Personality Types</b>  <i>Counselor, Supporter,  Planner, Stabilizer</i></p>	<ul style="list-style-type: none"> <li>• Maintain open communication while they're learning</li> <li>• Project a calm, methodical demeanor</li> <li>• Allow them to work at a steady pace</li> <li>• Show them how other people do it</li> </ul>	<ul style="list-style-type: none"> <li>• Assume they will always ask for clarification</li> <li>• Push them too far outside their typical routine</li> <li>• Ask them to work at an intense or chaotic pace</li> <li>• Ask them to improvise</li> </ul>



## How C-types learn

Focused, thorough, knowledge-seeking C-types love to learn and would likely enjoy a more straightforward, lecture-style training. They tend to prefer following an agenda, especially for longer meetings, so be sure to organize the time frame ahead of time. Try to focus on being as thorough and comprehensive as possible; the more organized details you can provide them, the better they tend to feel. Keep meetings small, when possible, but be sure to give them an opportunity to work and learn independently when meetings need to be larger.

### IF YOU'RE TRYING TO TEACH A C-TYPE, TRY USING PHRASES LIKE:

- Here's all the relevant information...
- If you need to find answers as you go, here's how...
- I'll let you figure that one out...
- From start to finish, this should

DISC TYPE	DO	DON'T
<p><b>S Personality Types</b>  <i>Editor, Analyst, Skeptic, Questioner</i></p>	<ul style="list-style-type: none"> <li>• Share all the relevant information</li> <li>• Provide a way to research their own answers as they go</li> <li>• Leave some room for them to figure things out</li> <li>• Tell them how long it will take to learn</li> </ul>	<ul style="list-style-type: none"> <li>• Withhold any information</li> <li>• Make the goal vague</li> <li>• Describe steps in an overly broad way</li> <li>• Expect them to bounce between steps</li> </ul>



# MAKE THE MOST OF YOUR TIME

Training doesn't need to be something that both employees and managers dread. Instead of holding generic training sessions that only appeal to a small percentage of people, learn to incorporate personality insights to help everyone learn effectively. By making small changes and adapting your communication style, you can ensure that people get the most out of each training session.



# 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



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