PERSONALITY AI FOR

PROVIDING SUPPORT

How to support others in an effective, empathetic way

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TABLE OF CONTENTS

ADAPT YOUR STYLE

We've all had "help" that was less than helpful. Maybe you asked a few straightforward questions and received vague, roundabout answers that only frustrated you more. Or maybe you were testing out a new tool, but could hardly make it through any of the dense, complicated instructions, so you just had to figure it out yourself. Whatever the case may be, it can be incredibly frustrating to feel like the other person just doesn't understand what you need.

For many of us, the Golden Rule, "treat others the way you want to to be treated," seems like the perfect way to provide support. If we were in their shoes, of course we'd want help in a certain way - so why not offer the same in return?

The problem with this line of thinking is that it assumes we all think the same way and need the same kind of support, which is just not true. Each one of us has a unique way of seeing and understanding the world around us. So what might be helpful for you in a time of need, might only add to someone else's stress.

Instead of doing things your way, try adapting your approach to match the other person. Whether helping prospects, customers, or coworkers, you need to take the time to understand what they need in order to provide the most effective support for them.

UNDERSTANDING PERSONALITY

Before providing effective and considerate support, you first need to build an understanding of who they are and how they like to be supported. You can do this by either having them take a short personality assessment or by predicting their personality using a new technology known as Personality AI.

Personality AI analyzes publicly available information on websites like LinkedIn to predict someone's personality, using artificial intelligence and machine learning, so you can unlock insights into their natural likes, dislikes, strengths, weaknesses, communication style, and more. Each insight can help you understand and support those around you. Personality AI and assessments allow anyone to improve their communication and build stronger relationships, all based on the core principle of empathy.

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:
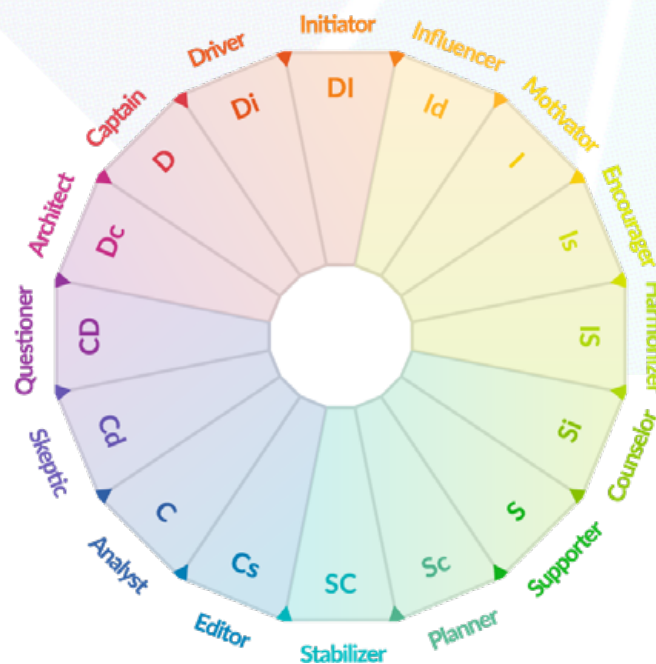
Below is a breakdown of common personality traits within each of the categories in DISC.

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 others and providing the best support for them. For example, someone who is a warm, people-oriented Supporter (S) may dislike immediate communication and blunt direction. Instead, they're likely to appreciate support from someone who allows them to share frustrations and patiently walks them through a solution. A Captain (D), on the other hand, tends to want solutions as quickly as possible, and would likely appreciate a very direct, clear instruction on fixing an issue.

By knowing the other person's personality and understanding how they prefer to be supported, you can begin to help them in the most effective way.

Providing Support to D-types

Fast-paced, focused D-types are likely to reach out directly when they need support. They are generally very action-oriented and are unlikely to appreciate vague or emotion-related advice. D-types typically like to fix issues, whether personal problems or otherwise, as quickly as possible, so they may express frustration if the solution takes longer to implement. It's important to offer them actionable steps that they can personally take to help resolve each issue.

D-types are likely to feel most supported by those who communicate quickly, offer straightforward responses, and avoid getting more involved in the situation than is necessary.

YOU CAN BEST PROVIDE SUPPORT TO D-TYPES BY...

- Keeping communication efficient and productive

- Resolving problems immediately

- Giving them clear examples of what to try

- Being transparent about potential flaws

Providing Support to I-types

Idealistic, outgoing I-types appreciate lighthearted support from others. Because they tend to enjoy connecting with people, I-types are likely to value warm support from adaptable people. They are likely to share a lot of their thoughts and ideas, so it's important to listen and show support for their contributions. They will likely also respond well to casual communication and jokes over stiff, formal conversation.

I-types tend to feel most supported by those who connect with them on a personal level, while showing enthusiasm for their thoughts and ideas.

YOU CAN BEST PROVIDE SUPPORT TO I-TYPES BY...

- Giving them plenty of opportunities to share ideas
- Offering access to new features in advance
- Implementing changes when necessary
- Building friendly rapport with humor

Providing Support to S-types

Patient, people-oriented S-types appreciate more 1-on-1, personal support. They tend to enjoy building long term relationships with others and offering support is likely a good way to build trust with them. Make an effort to get to know S-types when providing support, by asking questions, offering advice, and sharing a bit about yourself. Don't stress about regularly directing the conversation back to the main point - S-types are likely to feel comfortable with its natural flow.

S-types tend to feel most supported by people who make an effort to understand where they're coming from, honor prior commitments, and remain calm throughout the conversation.

YOU CAN BEST PROVIDE SUPPORT TO S-TYPES BY...

- Patiently talking them through any issues

- Following through on promises

- Establishing trust with friendly, personable conversation

- Following up on a regular basis
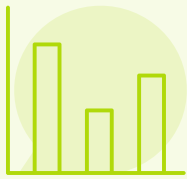
Providing Support to C-types

Analytical, independent C-types are likely to appreciate support in the form of clear answers and information. They tend to ask a lot of questions and look to understand the process behind what they're doing. Rather than offering an exploratory approach, be prepared to explain the reasons behind any suggestion you make and help them to understand how things work.

C-types are likely to feel most supported by people who offer clear answers, keep their thoughts organized, and avoid overstepping or going off-topic.

YOU CAN BEST PROVIDE SUPPORT TO C-TYPES BY...

- Asking questions about problems they are encountering

- Offering figures and statistics to back up your points

- Organizing information before sharing

- Resolving any concerns in a timely manner

HELP FIX ISSUES EFFECTIVELY

Providing support can be mutually rewarding when it's done well - they'll feel happy to have their issue resolved and you'll feel proud that you were able to help. But if you neglect to adapt your natural communication style, you may both walk away feeling frustrated. By understanding personality, you can learn to support everyone in an effective, empathetic way.

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