

PRO

IMPROVE YOUR PRODUCTIVITY

How Personality AI can help you get more done

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HOW DO YOU WORK?

With distractions around every corner (and even in the palm of your hand), it's easy to get stuck in a pattern that prevents you from optimizing your natural abilities, like letting emails go unanswered or refusing to ask for help when you need it. It can feel like time is moving too quickly to get everything done.

No matter where we fall on the scale of distractibility, we're all looking for ways to become more productive so we can reach our goals and improve our lives. The problem is that much of the advice out there isn't really relevant for us as unique individuals. Everyone works differently and needs to improve their productivity in different ways, which is why the most important step is understanding yourself and your natural work style.

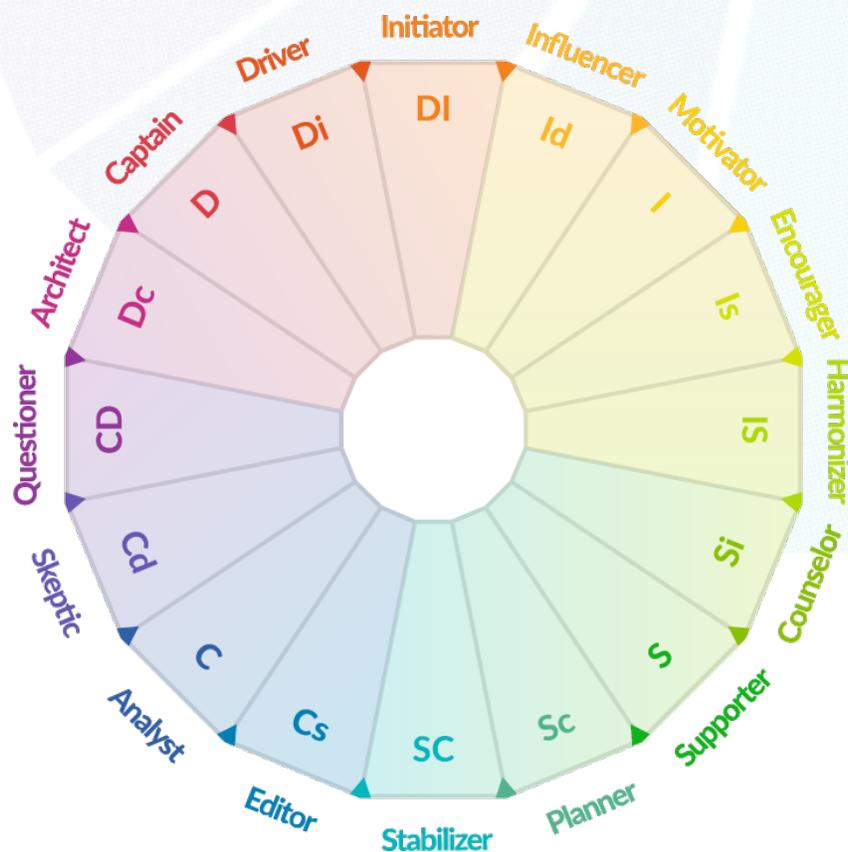


UNDERSTANDING PERSONALITY

In order to become more productive, it's important to have a good understanding of who you are and how you naturally work. We built our product, Crystal, to enable anyone to identify and understand their personality so they can begin to thrive. With Crystal, you can take a free personality test to help you learn more about your natural strengths, energizers, communication style, and more. When you have access to insights, provided by tools like Crystal, you can start to consciously implement practices that make the most of your strengths and help you overcome your blind spots..

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 yourself and learning how to be more productive. For example, someone who is a warm, people-oriented Supporter (S) is likely to be skilled at being organized, but they may need to practice working independently from others. A Captain (D), on the other hand, tends to naturally work alone, but may need to work on asking for help when they need it.

By knowing your personality type and understanding your potential strengths and blind





HOW D-TYPES CAN BE MORE PRODUCTIVE

Confident, determined D-types tend to be naturally committed to their work. They are likely to set huge goals and put in the time and effort to achieve them. D-types are often skilled at working independently, keeping track of their goals, and leading group efforts.

Here are a few productive practices D-types should continue doing:

- Maintaining responsibility and ownership over results
- Operating with a sense of urgency
- Making important, difficult decisions with swiftness

However, D-types may also have a few blind spots that could prevent them from being more productive, including:

- Being too disrespectful to existing authority and structures
- Maintaining too much control
- Stressing out the people around them with swift changes

To help overcome their potential blind spots, D-types should consciously implement certain practices, such as:

- Taking enough time to get other people on the same page before they start a major project
- Involving others when they need to solve a complex problem
- Giving other people more autonomy to make decisions and learn from mistakes

By learning to involve other people and ask for help when needed, D-types can make the most of their natural abilities to accomplish even bigger goals alongside their team.





HOW I-TYPES CAN BE MORE PRODUCTIVE

Creative, energetic I-types tend to be skilled at working toward a solution they're passionate about while helping get others on board. They are likely to come up with new ways to improve an idea and are typically skilled at charismatically pitching their thoughts, looking ahead with optimism, and utilizing their natural energy.

Here are a few productive practices I-types should continue doing:

- Taking advantage of their short, powerful bursts of inspiration
- Solving problems by involving others and learning from them
- Sharing their ideas boldly with the people around them

However, I-types may also have a few blind spots that could prevent them from being more productive, including:

- Neglecting rules or procedures that are important to other people
- Having overly optimistic or unrealistic expectations of people or situations
- Pursuing too many new opportunities without following through on existing ones

To help overcome their potential blind spots, I-types should consciously implement certain practices, such as:

- Asking others to help them analyze large amounts of information
- Working at a more consistent, sustainable pace rather than short intense, bursts
- Using a more methodical, deliberate approach when making a decision that impacts other people

By learning to work at a more steady pace and consider more logical approaches when necessary, I-types can make the most of their strengths and accomplish their goals.



HOW S-TYPES CAN BE MORE PRODUCTIVE

Consistent, supportive S-types tend to be stable, loyal workers who are able to maintain a steady pace while working toward long-term goals. They are naturally skilled at collaborating with a team, keeping their thoughts and tasks organized, and communicating regularly with those around them.

Here are a few productive practices S-types should continue doing:

- Providing predictability and loyalty that other people can trust
- Being highly organized and attentive to details
- Asking for feedback at regular intervals

However, S-types may also have a few blind spots that could prevent them from being more productive, including:

- Accepting too much responsibility without pushing back
- Delaying important decisions that may cause people to be upset with them
- Trusting existing procedures and structures without ever questioning their effectiveness

To help overcome their potential blind spots, S-types should consciously implement certain practices, such as:

- Working more independently when group collaboration is not necessary
- Asking for more responsibility and ownership when they are confident that they are the best person for it
- Making or accepting changes that significantly improve performance

When S-types are able to practice taking control of certain projects and working independently from others when necessary, they're more likely to find balance and become more productive.

HOW C-TYPES CAN BE MORE PRODUCTIVE



Reserved, analytical C-types tend to be meticulous, organized people who rely on utilizing proven processes and working alone. They are often skilled at carefully thinking through potential problems, coming up with trustworthy solutions, and creating reliable processes that help the whole team.

Here are a few productive practices C-types should continue doing:

- Solving problems with a deliberate, methodical approach
- Documenting progress and writing down their insights
- Developing efficient approaches that improve performance and maintain quality

However, C-types may also have a few blind spots that could prevent them from being more productive, including:

- Actively resisting more creative, less systematic approaches to problem-solving
- Using strict rules in situations that require more flexibility
- Missing out on the positive by spending all of their energy focused on the negative

To help overcome their potential blind spots, C-types should consciously implement certain practices, such as:

- Involving others in their problem-solving processes
- Trusting their intuition when the situation dictates a quick decision
- Focusing more on workable, acceptable solutions than perfect ones
- Making or accepting changes that significantly improve performance

By learning to include others in their work and take necessary risks, C-types can accomplish more of their own goals and become more effective, productive people.

LEARN TO BE PRODUCTIVE

It's normal to feel overwhelmed by work, especially if you're not making the most of your natural abilities. But by learning more about yourself and using personality insights to your advantage, you can learn how to become more productive and reach your personal goals.



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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