

Improve morale, engagement, and team effectiveness with emotional intelligence

HOW TO RUN A TEAM-BUILDING MEETING ABOUT PERSONALITY

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Intro

Build Cohesive Teams

BUILD COHESIVE TEAMS

Despite what The Office may have you believe about team building meetings, the act of bringing everyone together to bond and create an improved culture of collaboration and connection is incredibly important to the success of an organization. When companies are disconnected and over individualistic, it's easy for team members to be disengaged and unhappy, which means they're more likely to let tasks slip through the cracks, be less productive and effective at work, and/or leave the team as soon as something better comes along.

In recent years, leaders are becoming progressively more aware of the importance of having a cohesive team. Helping the group connect as a whole by encouraging healthy teamlike behavior promotes loyalty, prevents conflict, and encourages productivity. *Ultimately, the more easily everyone can work together, the better the work will be.*

The best way to begin a culture of close collaboration is by helping team members understand themselves and their coworkers. Strong groups are able to show and communicate with empathy, but in order to do that, people need to learn more about those they work with. By learning more about each person's natural strengths, communication styles, preferences, and more, your team members will begin to appreciate each other's natural differences and communicate much more effectively.



For example, everyone on our team here at Crystal has their own set of strengths, weaknesses, backgrounds, and communication styles. If we didn't make an effort to understand our natural differences, we'd likely be frustrated and confused with each other at some point for a good part of each day.

To make sure we can each understand one another, we use our own product for daily management and collaboration. Because our team understands personality, our culture is one of collaboration and communication, where our team takes a position of empathy. We make use of personality profiles to help each other improve and grow, emphasizing our strengths and building systems to recognize and accommodate our blind spots.

In other words, to develop great teams, we need to understand the intricacies of personality.



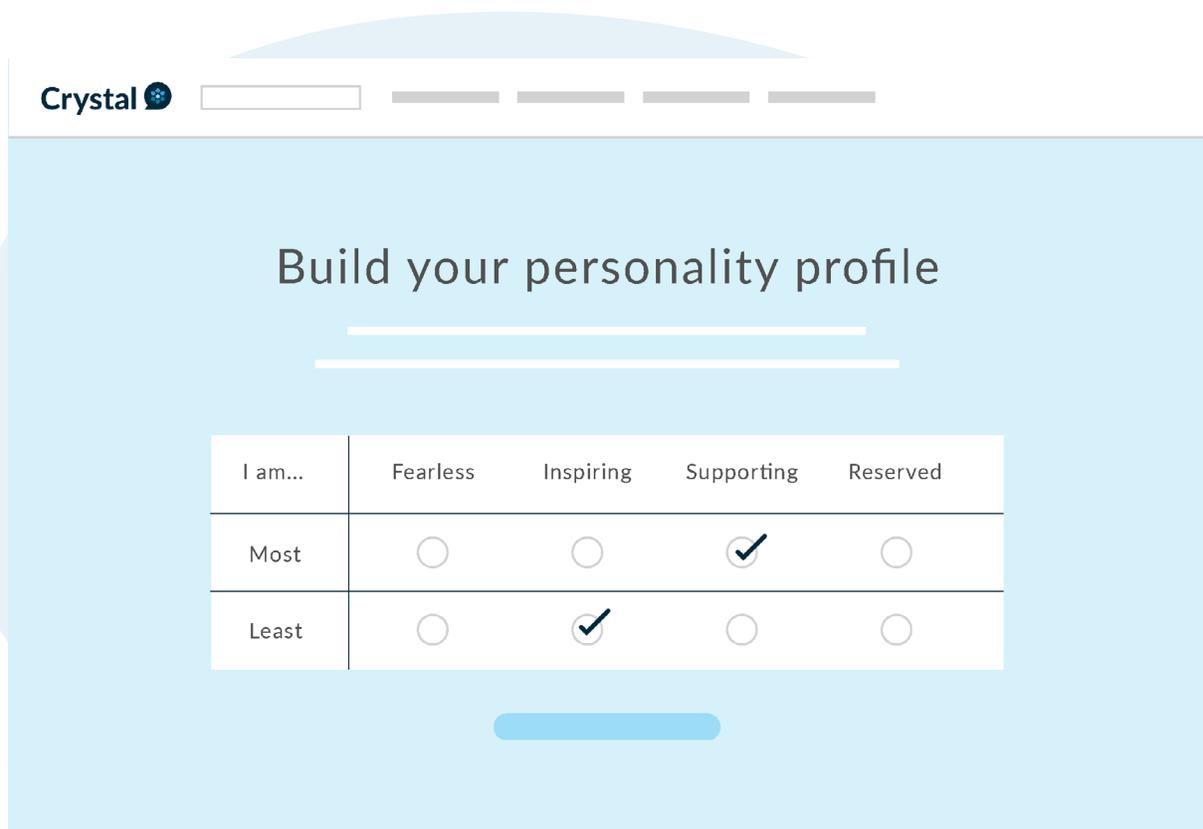
Section 1

Understanding Personality

UNDERSTANDING PERSONALITY

We built Crystal to help people improve their communication and build stronger relationships with others. 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, you'll better understand how someone else thinks, acts, and prefers to communicate.



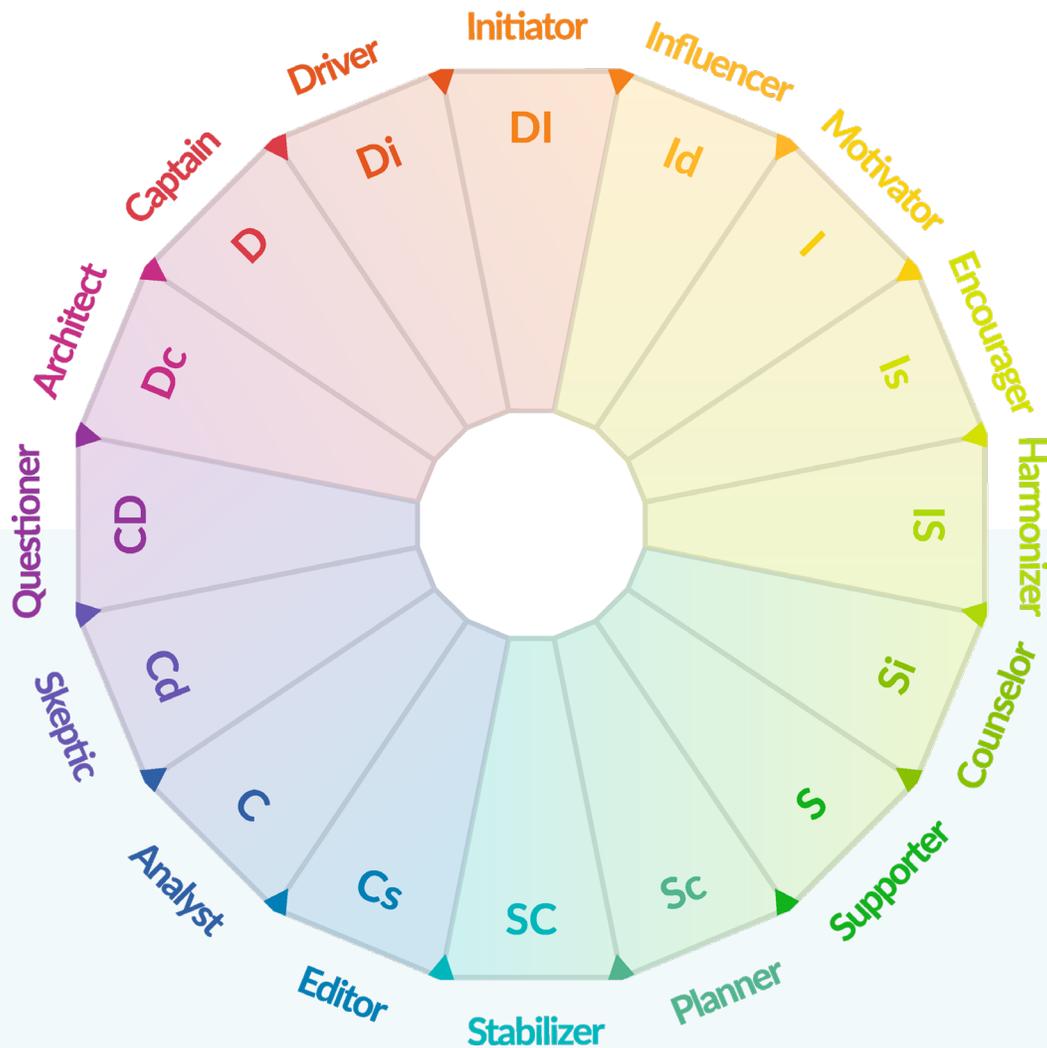
The screenshot shows the Crystal app interface. At the top left, the Crystal logo is visible next to a search bar. The main heading is "Build your personality profile". Below this is a table with four columns representing personality traits: Fearless, Inspiring, Supporting, and Reserved. The rows represent the frequency of these traits: "Most" and "Least".

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:



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 your approach to communication. For example, someone who is a warm, people-oriented Supporter (S) is less likely to feel comfortable with fast-paced, emotionally-detached meetings. They'd usually prefer to have plenty of time to process information, as well as a chance to connect with others on a personal level. A Captain (D), on the other hand, tends to thrive in quick, actionable conversations and would prefer meetings were brief and focused on a clear point.

By understanding personality, especially the different personalities at play on your team, you can create and run meetings that give everyone what they want.



Section 2

Understanding the Group Dynamics

UNDERSTANDING THE GROUP DYNAMICS

Every group is made up of unique individuals with different likes, dislikes, personal experiences, communication styles, and more. Because everyone has their own way of seeing and understanding things, group communication can tend to be more difficult and complex than communication between just two people.

Working with the unique makeup of personalities on your team, rather than against them, can help you ensure everyone gets as much as they can out of the meeting.

WHAT EACH PERSONALITY TYPE WANTS FROM THE MEETING

In order to lead meetings that engage everyone, you need to understand how each person likes to participate in meetings.

Straightforward, driven **D-types** tend to want meetings to provide a very clear message, along with set goals to work toward. They are likely to avoid unnecessary or drawn-out conversations. Try to focus on addressing one topic at a time with D-types.

Energetic, people-oriented **I-types** are likely to chat with others during team meetings. 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 connect with others and feel more engaged with the material of the meeting.

Patient, conscientious **S-types** tend to be naturally accommodating, so they're likely to feel comfortable with a variety of meeting styles. You can help them feel more welcomed and included by encouraging them to share their thoughts or opinions throughout the meeting - try not to pressure them into sharing though, just make sure they understand that their voice matters.

Reserved, detached **C-types** often want a meeting to be fact-focused and well planned out. They don't generally enjoy when discussions in a professional environment digress into something else entirely. You can help them feel more comfortable by giving a clear plan or schedule for the meeting beforehand and honoring the allotted time.

When you have a better idea of what each person is likely looking to get out of a meeting, you can structure it in a way that meets everyone's needs at different points.



Section 3

**Holding the
Meeting**

HOLDING THE MEETING



You don't have to worry about building your meeting from scratch; to help it run as smoothly as possible, we've gone ahead and created a straightforward, step-by-step guide that you can follow with your team.

1. ASSESSMENT

Before the meeting, everyone should take Crystal's [free online assessment](#).

This quick test will ensure that everyone has access to personality results, which will make it easier for the team to discuss.

2. PERSONALITY POSTERS

Each person should also print off their personality posters before the meeting.

Once they've taken the assessment, everyone will be able to access a poster that displays an overview of their personality types and what comes naturally to them. This will help each of them share their specific personality insights with other people in the meeting.

3. PRESENTATION

We've created an engaging presentation that will help your team better understand the personality makeup of the group and how they can all use these personality insights to communicate better with their coworkers. Feel free to add some names of team members to the presentation under the "examples" of each type, just to make it more specific for your group. [Download the presentation here](#).



4. ACTIVITY

The presentation also includes an activity that will give your team the opportunity to discuss their potential similarities and differences. The goal is for each person to find someone whose personality is opposite from theirs (or as different as possible, depending on the makeup of your specific team) and share more information about their personality. Encourage your team to be honest. Questions include:

- What are personal qualities that you consider to be natural strengths of yours?
- What's your favorite aspect of work?

There should be some clear natural differences in personalities. By discussing personality differences with each other, your team will understand that the balance and diversity we each provide is important to maintaining a well-rounded team.



CREATE A GROUP PLAYBOOK

For more insights that can both help you understand the team you're communicating with and help them understand each other, try building a Playbook for the group [here](#).

Personality insights provided by playbooks can help you maintain a team focused on empathy and effective communication. *Although leading a group takes a lot of work, understanding the personalities involved can make it a more straightforward and effective endeavor.*



CUSTOMER HIGHLIGHT

"After using Crystal for almost a year now, the idea of communicating with someone on my team or anyone outside of it by phone, email or in person without first giving consideration to how they would prefer to communicate seems irresponsible to me now. Crystal is a game-changer because it puts communication preferences into a fast user-friendly accessible medium. I use it at least once a day."

-Tim Goering President of MakingLuck

Personality insights help you maintain a team focused on empathy and effective communication *Although leading a group takes a lot of work, understanding the personalities involved can make it a more straightforward and effective endeavor.*



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.



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