INTRODUCTION TO DISC

By Drew D'Agostino, *CEO of* **Crystal** ❄

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STRUGGLING TO COMMUNICATE

I know how it feels to make mistakes when communicating others — I've made plenty. In fact, communication mistakes have been to blame for failed business ventures and even relationships. For a while, I didn't understand why I could so easily "click" with some people, while with others it felt like we were speaking different languages. When an executive coach introduced me to a personality model called DISC that could help me better understand anyone, I was skeptical. People are complicated and complex; how could it be possible for everyone to fit neatly into a few personality categories?

Once I understood the patterns that DISC was able to identify, like behaviors, preferences, and communication styles, I started to build trust. The more I learned about DISC and saw how it could be used to significantly improve communication, the more I understood why it was so impactful. By making an effort to learn more about people and communicate with them in the way they prefer, you can completely change the impact of your message.

I was finally able to reach people and share ideas in a way they'd understand, all because of a simple, easy-to-use personality model.
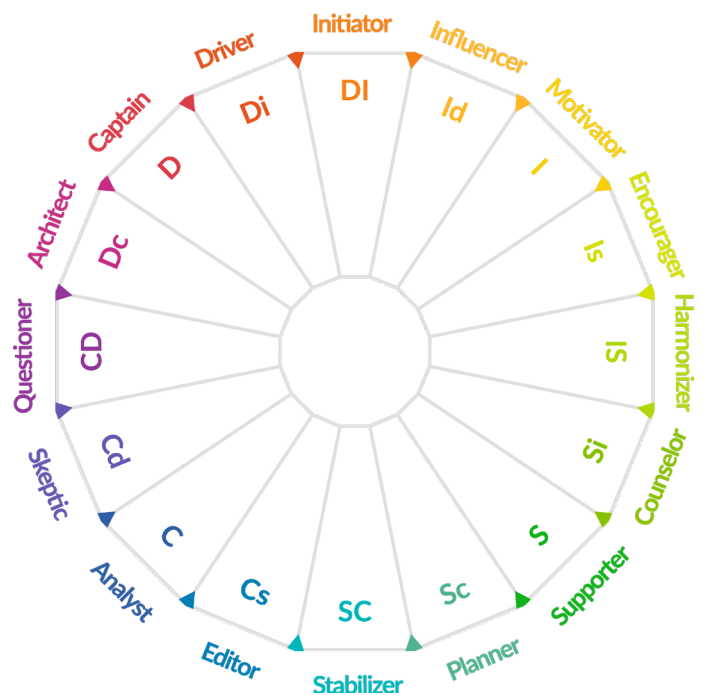
WHAT IS DISC AND WHY IS IT IMPORTANT?

Here at Crystal, we talk a lot about DISC — it's the personality framework we use to understand and communicate with other people on our team. It's also the framework we use for our own personality technology.

The DISC personality model classifies people into four overarching behavioral categories:

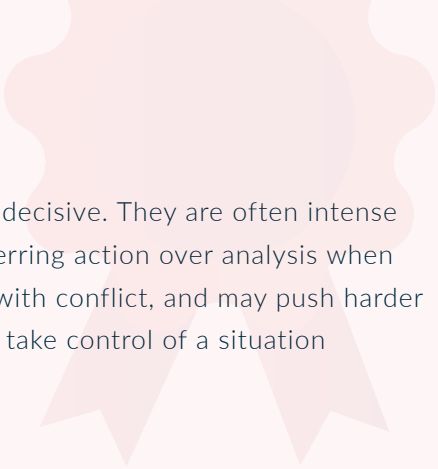*Dominance (D) Influence (I) Steadiness (S) Conscientiousness (C)*

These categories represent four separate, and sometimes conflicting, tendencies that impact aspects of everyone's personality, such as their risk tolerance, openness, optimism, autonomy, and more. Most peoples' behavioral tendencies fall into one of these categories most of the time, and we refer to that as their primary DISC type. People also may have a secondary type, which they line up with some of the time. DISC was developed in the early 1900's by psychologist William Marston, the same man who created the polygraph. It resembles other personality models that have been around since Hippocrates described the "four temperaments" 2,000 years ago.
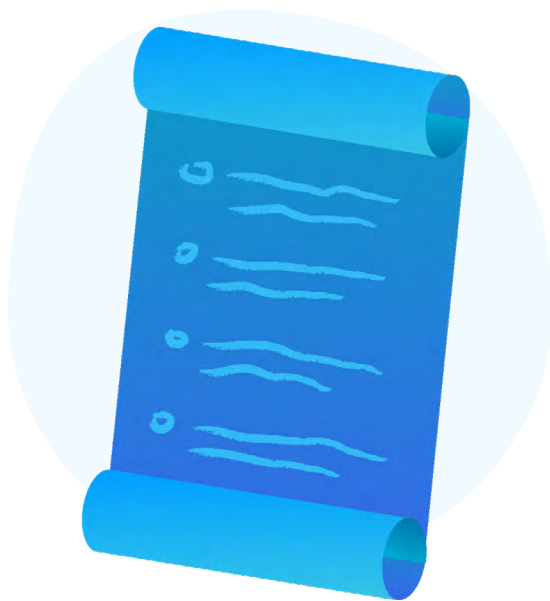
The DISC framework gives us the tools to understand and communicate more effectively with one another. By using insights offered to us through DISC, we can learn to employ empathy and open-mindedness in our communication.

The more you learn about the DISC types, the better you can understand when to be calm, when to be excited, when to consider new ideas, when to be blatantly assertive, etc. DISC can function as your guide to understanding people and how to best interact with them.
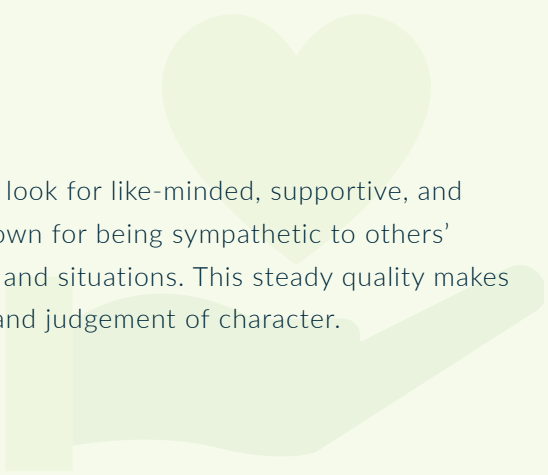
On the following pages, we'll walk through the difference between each of the four categories in DISC.
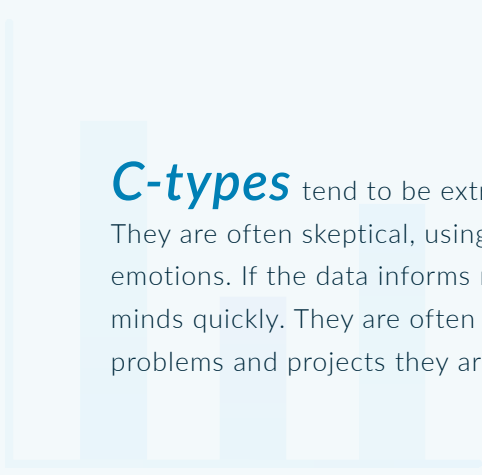
D-types are likely to be direct, assertive, independent, and decisive. They are often intense competitors that thrive with ambitious goals and challenges, preferring action over analysis when they need to complete a task. D's are also generally comfortable with conflict, and may push harder than other more passive personality styles to assert their will and take control of a situation

I-types are often informal, fun people. They tend to be confident, engaging and extremely approachable. These individuals tend to love social settings, are often looking to expand their network and social circles, and enjoy spending time with new people. They usually get excited to explore fresh ideas and begin new projects, and are likely to bounce around between what they are working on.

S-types tend to be naturally reserved people who look for like-minded, supportive, and loyal individuals in their relationships. They are often known for being sympathetic to others' perspectives and maintaining calm, steady environments and situations. This steady quality makes an S excellent in situations that call for diplomatic skills and judgement of character.

C-types tend to be extremely analytical, and gravitate towards process, structure, and rules. They are often skeptical, using logic to objectively make decisions, rather than being swayed by emotions. If the data informs new logic, C-types are capable of being flexible and changing their minds quickly. They are often inventors and seek thoughtful, accurate solutions to the exciting new problems and projects they are entrusted to.

WHEN IS DISC USED?

DISC is a more behavior-focused than other personality models, which makes it a great tool for understanding personal actions we might not consciously notice. DISC is also useful for the professional world. Because it is accurate and easy to understand, DISC has become very popular among coaches, consultants, and trainers. However, It tends to be less suitable for situations requiring a deeper, more emotional understanding, like counseling.

# HOW TO FIND SOMEONE'S DISC TYPE

1. Assessments

These can be made up of multiple choice, word ranking, or behavior rating questions. While this is generally the most accurate way to identify a personality type, it requires active participation from the person. If you are asking a friend or co-worker to share their personality, an assessment is typically the ideal tool to use. You can take a free personality assessment and find out your DISC type at *crystalknows.com/personality-test.*

Crystal

Build your personality profile

I am...	Fearless	Inspiring	Supporting	Reserved
Most	○	○	✓	○
Least	○	✓	○	○

2. Personality AI

This new technology analyzes publicly available information on websites like LinkedIn to predict someone's personality, using artificial intelligence and machine learning. We built our product, Crystal, to harness Personality AI and enable anyone to identify personalities online to improve their communication and build stronger relationships. You can try Personality AI by downloading the *Crystal Chrome Extension* and using it to identify someone's personality. This is a great tool when communicating with people you don't know well yet, such as customers, prospects and job candidates. Read more about Personality AI *here.*
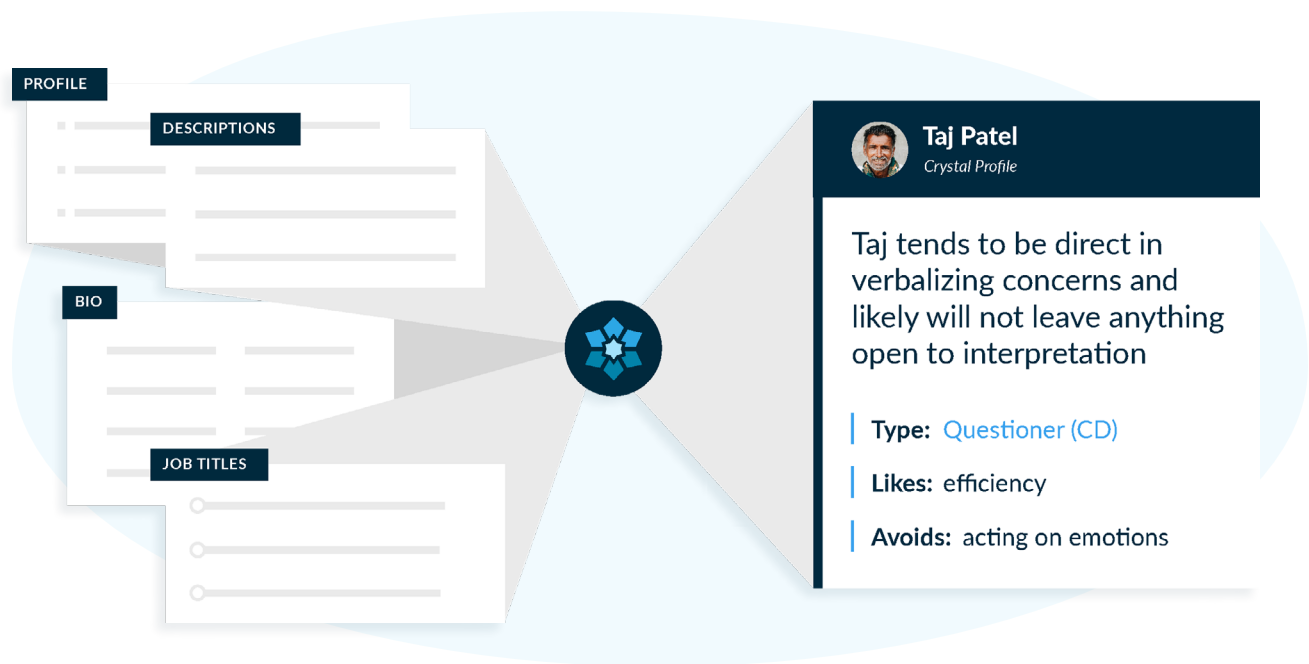
DISC SUBTYPES

Each of the four type categories in DISC is made up of four subtypes. Because most of these sixteen subtypes are a combination of two primary types, they can identify someone's personality more specifically and offer more complete insights. They delve more deeply into personal motivations, strengths, and weaknesses, and can be helpful for understanding how others think, act, and communicate. Here's an overview of the sixteen subtypes:
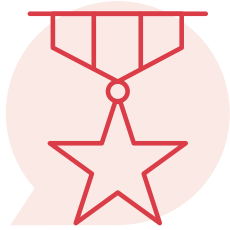
D *Captain*

People with the D, Captain, personality tend to be assertive, intense, and ambitious. They are usually *pragmatic, results-oriented executors who work quickly and make decisions with firmness and objectivity.* Captains prefer more independence and may be drained when others expect them to be more collaborative. They also may prefer to be in control over a situation, rather than in position to react to others

Di *Driver*

People with the Di, Driver, personality are typically assertive, capable of putting themselves forward boldly, and resistant to influence from others. Convincing others to work toward their goals, they may be seen as decisive, forceful, and persuasive. *Drivers are likely to take charge of things, setting the pace for others.* They are usually skilled negotiators and persuasive when they want to convince others to adopt their viewpoint.

DI *Intiator*

People with the DI, Initiator, personality *tend to approach people and situations in an energetic, lively manner.* They are likely to enjoy the challenge of meeting new people and winning them over with strong social skills and a knack for being persuasive. Initiators are typically perceived as more extroverted, and others may find themselves very engaged and absorbed in interactions. They tend to communicate clearly and vividly to others using an emotionally expressive and demonstrative style

Id Influencer

People with the Id, Influencer, personality type tend to be energetic and adventurous, communicating with casual language, bold statements, and a focus on the big picture. They are likely to have a relaxed, casual manner when speaking or interacting with others and tend to enjoy the challenge of meeting new people. *Influencers are typically known for their social skills, creativity, and charisma.* They can clearly and vividly appeal to others, often able to convince people to take action.

I Motivator

People with the I, Motivator, personality type tend to be enthusiastic, cheerful, and outgoing. *They typically have an easy, relaxed, casual manner when speaking or interacting with others.* Motivators are usually open and easy to approach, and are likely to be frequently involved with other people. Most Motivators find ways to include interactions with others as part of their daily activities
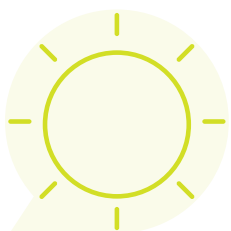
Is Encourager

People with the Is, Encourager, personality type tend to be warm, cheerful and light-hearted. Since they tend to be positive and joyful, they are likely to find a great deal to appreciate in others. *Encouragers have usually discovered that acceptance and approval from others can be won by means of their friendly behavior*. Thus, they may feel most comfortable when engaging others in this way.

IS *Harmonizer*

People with the IS, Harmonizer, personality type *tend to be warm, even-tempered, and accepting.* Since they tend to be positive and joyful, Harmonizers are likely to seek lots of social interaction and affirmation. They are likely to approach the world with an open, trusting, and inviting attitude, but also may shy away from interpersonal conflict in tough situations. It is likely very easy for them to give others the feeling of being understood and accepted for who they are, but also easy for them to be accommodating rather than assertive.

Si *Counselor*

People with the Si, Counselor, personality type tend to be even-tempered and accepting. *Empathetic and supportive, they may seek to help others frequently and sincerely.* Counselors are likely to show caring and understanding when listening to others. Their considerate and accepting responses create a warm atmosphere which encourages others to express their feelings without any fear of embarrassment or rejection.

S *Supporter*

People with the, Supporter, personality type tend to be calm, patient and respectful in their interactions with others. Rarely angry or excited, they are likely to work to maintain a peaceful and harmonious environment. Supporters are likely to demonstrate their conscientiousness by listening patiently when responding to the needs and requests of others. Respectfully considering the thoughts and feelings of others, *they are likely able to respond empathetically in difficult or stressful situations.*

Sc *Planner*

People with the Sc, Planner, personality type tend to be easy-going and fairly even-keeled in their temperament. *They often provide predictability and consistency in their interactions and seek the same thing in return.* Planners may be more detail-oriented than most people and very comfortable letting others direct conversations. They can hesitate to be assertive with their desires at times, in order to maintain a peaceful environment and avoid interpersonal conflict.
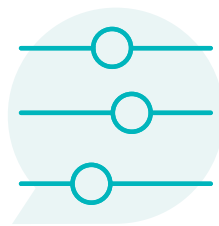
SC *Stabilizer*

People with the SC, Stabilizer, personality type tend to be even-tempered, fairly reserved, and cautious when making decisions, They typically offer others predictability and consistency in their interactions and are likely to desire the same response from others. Stabilizers are usually quick to agree with others, accommodating to their viewpoints rather than risking conflict. *They can be extremely perceptive, detail-oriented, and meticulous in their work.*

Cs *Editor*

People with the Cs, Editor, personality type tend to be more reserved and solitary. *Editors typically limit their contact with others to interactions that are more structured than informal,* so they may find themselves hesitant to join in casual group conversations. Editors prefer to be serious and rational. People with this subtype may enjoy logical arguments and interacting with people who use a more systematic or methodical approach. They also think carefully before speaking and choose precise, intentional words.

C Analyst

People with the C, Analyst, personality type tend to be *objective, skeptical, and logical in their behavior.* They are usually fiercely pragmatic and frequently solve problems with an analytical, fact-driven approach. They are likely to be more reserved in groups and may take a long time before they build enough trust to open up. Analysts are likely to approach life in a serious manner. Preferring solitary activities, they are likely to guard their privacy and be more involved with their deep, independent thoughts than external stimuli.
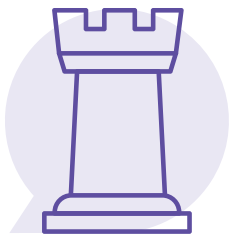
Cd Skeptic

People with the Cd, Skeptic, personality type tend to be more serious in their demeanor and very logical in their thinking. They tend to be most comfortable with thoughtful, independent work, and may relate to others in a more distant and detached manner. *Skeptics typically maintain autonomy and strong control over their schedule.* As their name suggests, they are very likely to be skeptical when people or companies make a bold claim without data to back it up. Skeptics place a high value on efficiency, accuracy, and logic.

CD Questioner

People with the CD, Questioner, personality type tend to remove emotions from decision-making as much as possible, valuing efficiency and logic over intuition or social proof. They are usually more reserved in their interactions and relate to others in a more distant and detached manner, building trust slowly. *Questioners typically prioritize personal space, privacy and autonomy.* Their matter-of-fact, unsentimental approach to people and situations allows them to maintain a comfortable distance, with less emotional involvement in decisions.

Dc Architect

People with the Dc, Architect, personality type tend to be more intense and use a more forceful approach to life than most people. *Strong-willed and independent, they typically prefer pursuing their own path* and directing their own activities rather than collaborating extensively with others. Architects prefer to be serious and are more likely to spend energy on business-like, purposeful interactions with others than casual social ones. They tend to desire control over things that affect their ability to achieve goals and actively resist distractions along the way.

USE DISC TO IMPROVE YOUR LIFE

By making an effort to learn more about DISC types, you can communicate more easily with others, while remaining more open to their perspective. It can be especially helpful for everyday use with your team at work, since it can address everyone's unique strengths, blindspots, communication preferences, energizers, and stressors.

DISC for relationships
We all know how difficult it can be to maintain positive relationships, especially since they all involve different people and different styles of communication. Luckily, you can utilize personality insights from DISC to better understand other people in your relationships, avoid conflict and see situations from someone else's perspective.

DISC with your boss
There's a more traditional idea that you need to be very submissive or formal when speaking to your boss, which isn't always true. Your communication style and preferences depend on their personality type. Rather than stressing out about interactions with your boss, you can take advantage of personality insights to communicate in a way that helps you both feel heard and understood.

DISC with your significant other
Relationships are dynamic and ever-changing; no matter how long you and your significant other have been together, you're bound to encounter conflict. The best way to address and resolve conflict before it becomes stressful or overwhelming, is dependent on the communication styles of each person. DISC can help you identify and understand yours and your partner's communication preferences, so you can navigate tricky conversations.

DISC with your friends

Innate, natural personality differences often create conflict due to a lack of understanding. By making a conscious effort to resolve conflict and communicate with your friends in a way they appreciate, you can ensure that your relationships are healthy. When friends use personality insights to their advantage, they can become a powerful, cohesive unit.

DISC for groups

Every group is composed of complex people with vastly different personalities, communication styles, motivations, and personal experiences. Unsurprisingly, this intricate mix often makes group communication far more difficult and stress-inducing than one-on-one communication. If you have a solid grasp on each person's differences, strengths, weaknesses and communication style, you can operate much more effectively. By making an effort to learn about a group's unique identities and using personality insights to help you communicate more successfully, you can create a cohesive, united, smoothly-running team.

NEXT STEPS

By learning more about DISC, you will be able to better understand your own strengths, growth areas, communication styles, and preferences, as well as those of others. Through personality insights, you can learn to be more open-minded, empathetic, and considerate. You'll learn to adapt your communication to any situation and have more effective conversations with others in their preferred style. Learn more about *DISC here.*

Find your type by taking our free personality assessment at crystalknows.com/personality-test

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for your clients

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TAKES TIME TO DECIDE

MAY BE OVERLY IDEALISTIC

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