USING PERSONALITY AI TO MAKE A
GOOD IMPRESSION

HELLO
my name is
Jane

*How to kickstart
meaningful relationships*

By Greg Skloot, President of **Crystal** ✱

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The Impact of Impression

THE IMPACT OF IMPRESSION

Seven seconds: that's all it takes for us to make a judgement about someone else. Though we make snap decisions based on body language, clothing choices, and vocal tone, much of our first impression of someone is dependent on how we perceive their behavior when we first meet them. These initial impressions of people tend to last for months and often determine our long-term relationship with them.

First impressions are hard to master and even harder to change. Whether you're meeting with a potential client to pitch a sale or a hiring manager to discuss a job, *it's difficult to overcome any negative judgements that were initially formed from a bad first impression.*

A couple of years ago, I was looking to buy a car. When I went to the dealership, I was approached by a salesperson, we'll call him Ted, who offered to help. Without prompting, he began telling me about his "hectic" morning. I, however, was very focused on seeing a few models and discussing the cost breakdown for each, so his personal stories felt unrelated to the situation. When I asked a question about a car, Ted responded hesitantly. Because I value a confident answer, this made me lose trust in his knowledge of cars. However, the final breaking point was how much he talked--it became nearly impossible for me to tell him about what cars I was interested in, so I told him I'd prefer to look alone. When I did eventually want to discuss details, I tracked down a different salesperson who was straightforward and delivered answers with confidence.

Ted was a nice enough person, but I chose to work with a different salesperson because my first impression led me to believe that he wasn't as capable or trustworthy.

Making a good impression is essential to success; if you fail to do so, you could lose the other person's trust and wind up missing out on an important relationship. Understanding the other person's communication preferences can help you leave a lasting, positive impact. By using personality insights to start off on the right foot, you can make a positive impact on others and have a better chance at getting a job, making a sale, and ultimately building a strong relationship.

Making the effort to learn how to adapt to someone's personality can mean the difference between a positive or negative first impression.
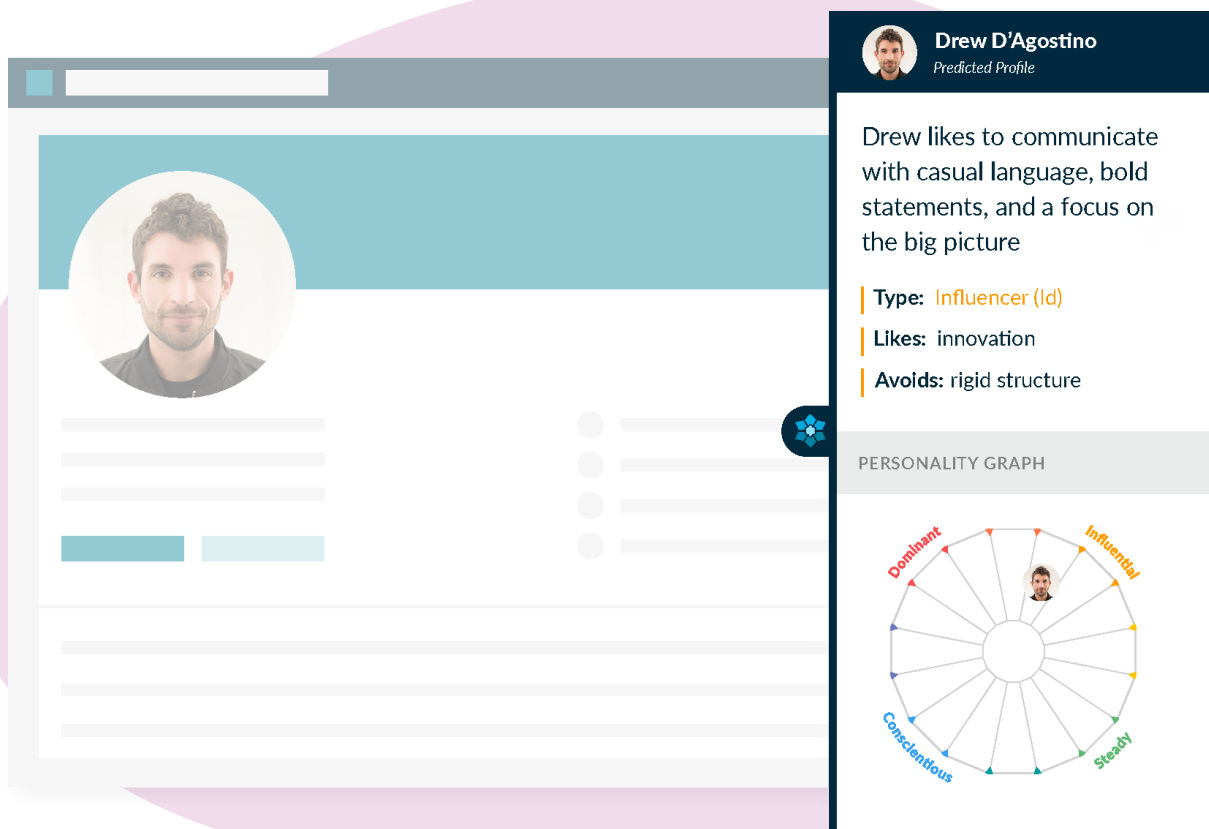
Section 2

Understanding personality

UNDERSTANDING PERSONALITY

Historically, the only way you would be able to fully understand someone's personality is to know them really well, which takes lots of time and emotional intelligence, or to have them take a personality test. Both of these approaches require you have an established relationship with the person, which doesn't tend to work in the world of outreach communication, since we are often trying to connect with new people who we have never spoken with before.

Thankfully, there is a new technology that unlocks another way to learn about someone's personality without an assessment - Personality AI. We wrote about this in detail in another ebook titled, very cleverly, *Personality AI* (which you can download free on Crystal's website). 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, all based on the core principle of empathy.

Drew D'Agostino
Predicted Profile

Drew likes to communicate with casual language, bold statements, and a focus on the big picture

Type: Influencer (Id)
Likes: innovation
Avoids: rigid structure

PERSONALITY GRAPH

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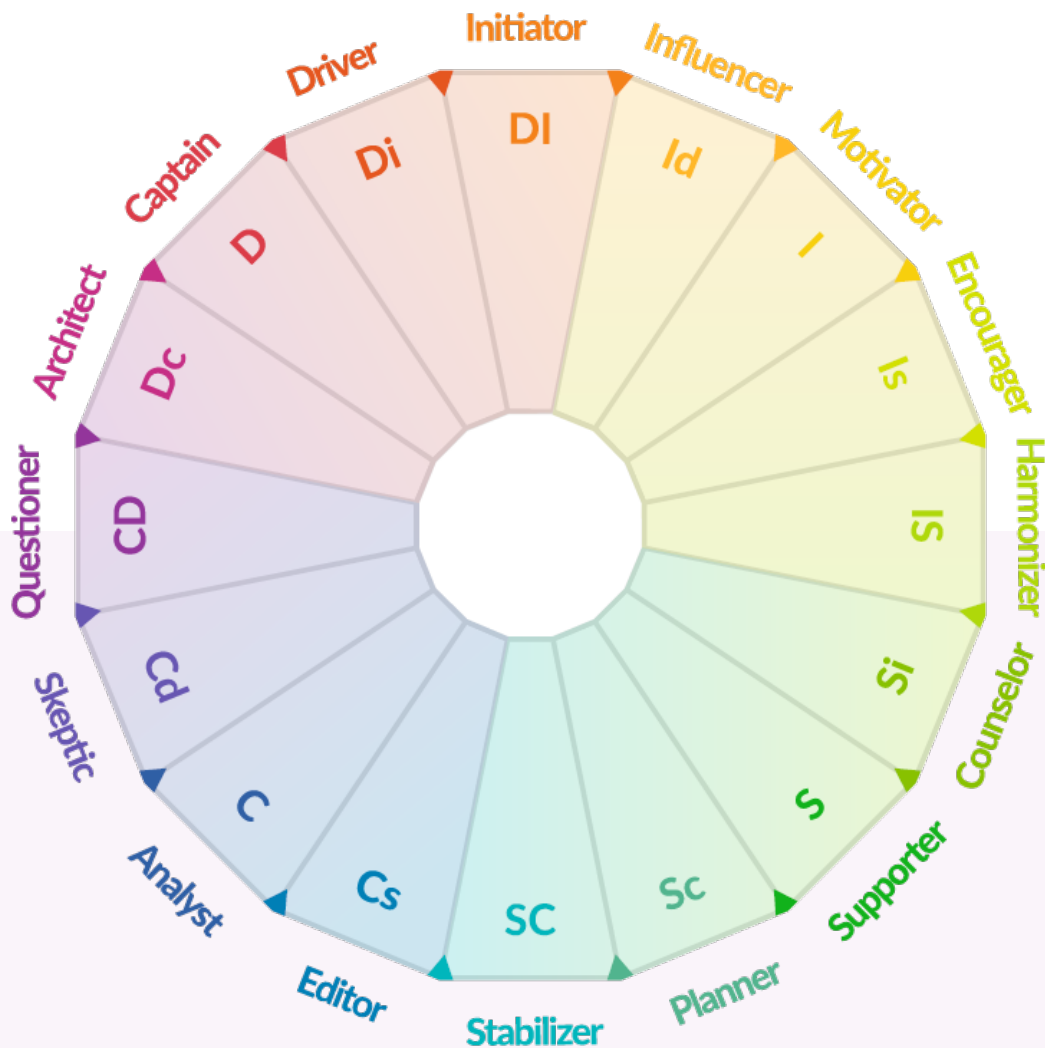
*Below is a breakdown of common personality traits
within each of the categories in DISC.*

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 in every conversation. For example, someone who is a warm, people-oriented Supporter (S) is less likely to feel comfortable in a logical discussion about facts and data. They'd usually prefer to engage in more personal, get-to-know-you conversation. An Analyst (C), on the other hand, tends to enjoy learning more about specific, concrete information, and would, therefore, prefer a logic-driven discussion.

By understanding someone's personality type, you can learn how to best communicate with them.

How personality impacts making an impression

Our interpretation of the world is filtered through our personality; our likes, dislikes, strengths, blind spots, and communication preferences all impact how we view and understand others. When someone makes an effort to address us in a way that comes naturally to ourselves, we are more inclined to like them. For example, those who are direct and confident tend to trust or see potential in those who are also direct and confident, while they may feel skeptical of someone who is hesitant or unsure of their own abilities.

Understanding someone's personality can help prevent you from making bad first impressions. It's important to understand and adapt to the other person in a way that aligns with their unique personality. By learning to recognize personality differences and adjust your communication style accordingly, you can easily build trust and establish connections with others.

Section 3

Making a good impression on any personality

MAKING A GOOD IMPRESSION ON D-TYPES

Self-assured, dominant D-types tend to appreciate when others are confident in their communication and respectful in tone. They tend to appreciate quick meetings and conversations that remain focused and to-the-point. It's important to avoid being overly talkative or emotional when trying to make a good impression on D-types.

If you're looking to make a good impression on a D-type, use phrases like:

- What do you want out of this?

- I'm ready to get started...

- Really appreciate the time...

- What's important to you right now?

D Personality Types   *Captains, Drivers, Initiators, Architects*

| Do	Don't
• Ask what they want from the meeting	• Tell a personal story unless it's relevant
• Be concise and to the point	• Talk too much
• Greet them with a serious, businesslike demeanor	• Be late or unprepared
• Project confidence	• Appear hesitant or passive

MAKING A GOOD IMPRESSION ON I-TYPES

Energetic, optimistic I-types tend to enjoy humor and openness in a person. Share a good story and keep an energetic pace on the conversation. Be careful to avoid being overly logical or analytical, and instead, keep an open mind and positive attitude.

If you're trying to make a good impression on an I-type, try using phrases like:

- Here's a funny story...

- Listen to this...

- This is a little embarrassing, but...

- I'm glad we could finally meet...
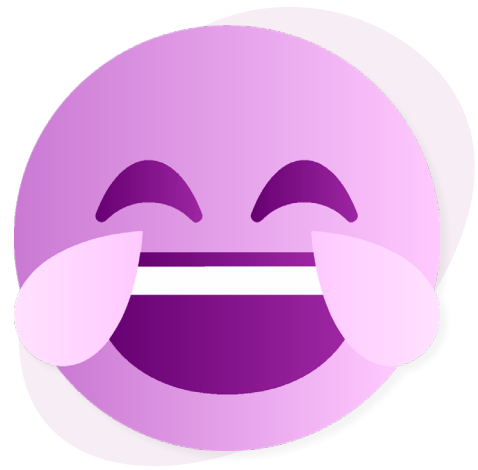
I Personality Types   *Influencer, Motivator, Encourager, Harmonizer*

Do	Don't
• Display your sense of humor	• Start with a complaint or negative observation
• Share an interesting story	• Be too skeptical or questioning
• Tell a self-deprecating joke	• Get upset if they are a few minutes late
• Smile and keep things positive	• Appear aloof or detached

MAKING A GOOD IMPRESSION ON S-TYPES

Reserved, people-focused S-types appreciate being asked about themselves. Make an effort to get to know them by showing interest in their personal lives. Be careful to pay attention to and respect their time, since S-types like to follow set plans.

If you're trying to make a good impression on an S-type, try using phrases like:

- I appreciate the kindness...

- Seems like we are in agreement...

- What do you have planned for...

- How's the day going for you?

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

Do	Don't
• Talk about your plans	• Surprise them
• Make them feel welcome	• Pry for information
• Show respect for their schedule	• Be overly intense or energetic
• Ask how their day is going	• Assume you have their trust

MAKING A GOOD IMPRESSION ON C-TYPES

Analytical, focused C-types generally appreciate when others respect their knowledge and time. Try not to challenge their expertise and avoid going over your scheduled time. Make logical, detailed statements and be prepared to back up any claims.

If you're trying to make a good impression on a C-type, try using phrases like:

- I learned this interesting fact…

- What have you learned?

- Here's what I know…

- I'm interested to know what you think…

C Personality Types *Editor, Analyst, Skeptic, Questioner*

Do	Don't
• Make them feel respected	• Be overly enthusiastic or optimistic
• Ask about their skills or knowledge	• Initiate physical touch unless they do
• Quickly demonstrate your expertise	• Ask about personal details unless they do
• Share something new that you learned	• Bring other people into the meeting unannounced

Adapt to Impress

First impressions are extremely important; they affect how we see the world and how others view us. A bad impression can last for years, and though it may be an inaccurate interpretation of your trustworthiness, abilities, or professionalism, it is incredibly difficult to overcome.

By learning more about personality and understanding how to adapt your style to leave a positive impact on everyone you meet, you can avoid bad first impressions and develop strong, impactful relationships with others that will benefit both parties in the long-run.

Before Crystal,
I was flying blind

Give your sales team personality insights and advice for their clients, so they can navigate every meeting with confidence.

LIKES COMPETITIVE ADVANTAGE

LIKES STABILITY AND SECURITY

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