



How to keep employees engaged in their work

IMPROVING TEAM ENGAGEMENT WITH PERSONALITY AI

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Intro

Employee Engagement

EMPLOYEE ENGAGEMENT

Recently, employee engagement has been on the rise, according to a study by **Gallup**. 34% of employees are engaged at work, 4% higher than the average. While the improvement is good news overall, there are still 66% of employees in the US who feel disengaged from their work.

When disengagement happens, not only are workplaces less happy and effective, but there are also measurable falls in productivity and increases in turnover. Gallup cites that, “organizations and teams with higher employee engagement... perform at higher levels”. Having engaged, energized employees is often key to the success of a company.

So how can we best increase employee engagement?



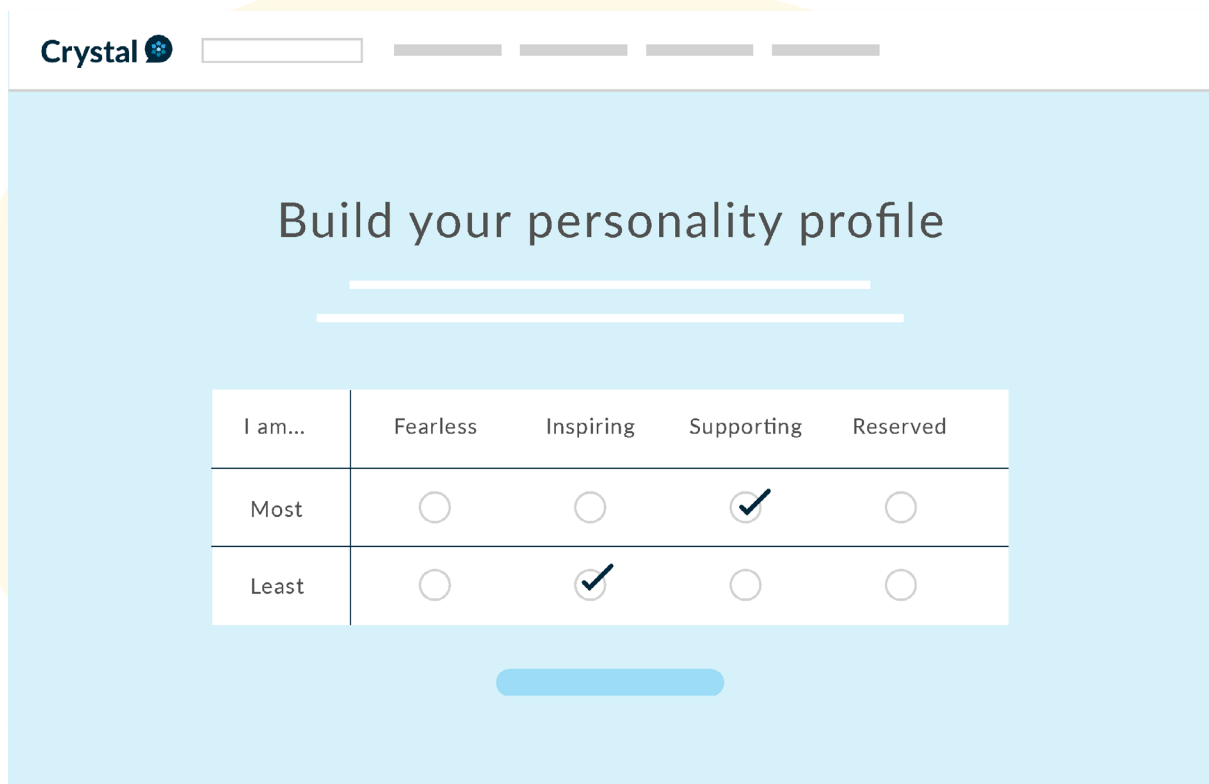
Section 1

Understanding Personality

UNDERSTANDING PERSONALITY

We built Crystal to help people improve their communication and build stronger relationships with others. Crystal harnesses Personality AI, a new technology that uses machine learning and artificial intelligence to predict personality, to help people learn to communicate better with each other. 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, provided by tools like Crystal, you'll better understand how someone else thinks, acts, and prefers to communicate.

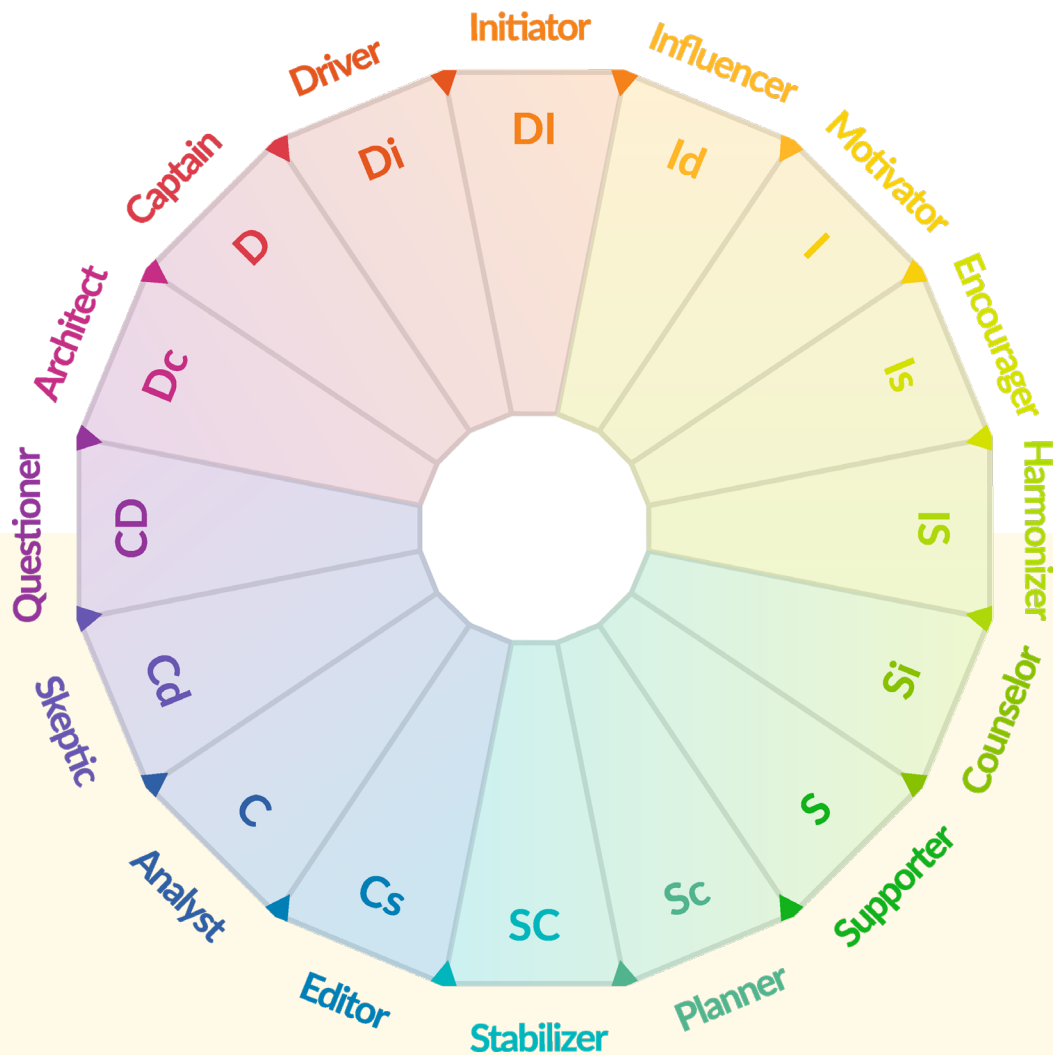


The screenshot shows the Crystal website's personality profile builder interface. At the top left, the Crystal logo is visible. Below the logo is a search bar and a navigation menu. The main heading is "Build your personality profile". Below the heading is a table with four columns: "I am...", "Fearless", "Inspiring", "Supporting", and "Reserved". The table has two rows: "Most" and "Least". The "Supporting" column has a checked radio button in the "Most" row, and the "Inspiring" column has a checked radio button in the "Least" row. Below the table is a blue button.

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*



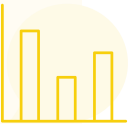
- Motivated by innovative, unique, creative ideas and excited by the future
- Tend to prefer building new relationships and experiences
- Communicate in a casual, expressive way

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 to understand when building an engaged workforce. For example, someone who is a warm, people-oriented Supporter (S) is less likely to enjoy work that requires them to pay close attention to facts and data. They'd usually prefer to work closely with others to resolve problems. An Analyst (C), on the other hand, tends to enjoy learning more about specific, concrete information, and would, therefore, engage more actively in independent, analytical work.



Section 2

Place People in the Right Roles

PLACE PEOPLE IN THE RIGHT ROLES

A big way to keep people engaged in the work they do is to make sure the work they're doing excites and invigorates them. Though their roles can extend beyond what typically helps them feel energized, people will feel more comfortable and excited by work that energizes them.



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

Driven, dominant D-types tend to thrive in roles that allow them to set ambitious goals and produce measurable results. They may feel drained when they're required to work slowly and meticulously or invest a lot of time in building relationships with clients.

D-types tend to be energized by behaviors like...

- Completing ambitious projects on a tight deadline
- Communicating with quick conversations and messages, only when necessary
- Taking primary responsibility and ownership over large projects



I Personality Types *Influencer, Motivator, Encourager, Harmonizer*

Creative, innovative I-types are likely to enjoy positions that allow them to meet new people and pursue new ideas. They tend to feel exhausted and overwhelmed when needing to constantly follow an unnecessary, detailed routine or work closely with specific facts and data.

I-types tend to be energized by behaviors like...

- Regularly interacting with a large, diverse group of people.
- Providing verbal encouragement and telling stories.
- Explaining things with emotional, expressive language.



PLACE PEOPLE IN THE RIGHT ROLES



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

Supportive, people-oriented S-types tend to thrive in positions that grant them security, stability, and predictability. They are often energized by group cooperation and loyalty. S-types may feel drained if they need to be assertive and blunt or work at a strict, fast pace.

S-types tend to be energized by behaviors like...

- Paying attention to the needs and concerns of other people.
- Playing a supporting role on the team and staying out of the spotlight.
- Responding to difficult situations with empathy and compassion.



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

Analytical, independent C-types thrive in roles that allow them to work on their own, follow a predictable schedule, and demonstrate expertise. They may be drained by responsibilities that require them to work through emotionally-charged issues or meet with large groups of new people.

C-types tend to be energized by behaviors like...

- Solving problems with a thorough analysis of the existing data.
- Taking time to meditate on a problem before making a final decision.
- Working on projects independently and bringing results back to a group.

If you can structure someone's role so they spend the majority of their time working on tasks that motivate and energize them, you can ensure the role will be well-aligned with their personality. By giving people responsibilities that help them thrive, you're more likely to ensure that they are actively engaged and interested in the work they're doing.



Section 3

Communicating in the Right Style

COMMUNICATING IN THE RIGHT STYLE

Improving communication with each employee is another key way to make sure they feel welcomed in their work environment, which ultimately impacts their enjoyment at work. Each person has their own natural way of communicating, which means that in order to effectively communicate with them, you should adapt your own style to match theirs. By doing this, you're helping to establish a more personal connection, while preventing potential miscommunication or misunderstanding.

Here are some tips for communicating with each DISC type:

DISC TYPE	DO	DON'T
D Personality Types <i>Types: Captains, Drivers, Initiators, Architects</i>	<ul style="list-style-type: none"> • Get to the point of the conversation • Ask direct questions • Ask them to choose the time and/or place 	<ul style="list-style-type: none"> • Engage in small-talk • Be passive or reserved • Let the call or meeting run past its' scheduled time
I Personality Types <i>Types: Influencer, Motivator, Encourager, Harmonizer</i>	<ul style="list-style-type: none"> • Ask for a more immediate meeting or call time • Engage in small-talk and build rapport • Remain enthusiastic and empathetic 	<ul style="list-style-type: none"> • Speak in a serious tone • Involve too many details • Schedule far in advance
S Personality Types <i>Types: Counselor, Supporter, Planner, Stabilizer</i>	<ul style="list-style-type: none"> • Ask questions about how they're feeling • Thank them for their time • Maintain a warm tone 	<ul style="list-style-type: none"> • Be blunt or forceful • Require immediate decision • Forget to engage in friendly, casual conversation first
C Personality Types <i>Types: Editor, Analyst, Skeptic, Questioner</i>	<ul style="list-style-type: none"> • Provide evidence and data to support claims • Use business-like language and tone • Communicate the most important details beforehand in writing 	<ul style="list-style-type: none"> • Interrupt or change the subject • Make claims that you can't support • Involve unnecessary small-talk



By communicating with people in a way that makes sense for them, you're helping to create a culture of empathy, in which everyone feels included and understood, which will help everyone feel comfortable enough to engage more easily with their work.

Get the team involved

Engagement, though, extends beyond how you communicate with others - it involves having your entire team communicate with each other empathetically. The best way to do this is to teach them about the power and importance of understanding each other. You can do this by *hosting a team-building meeting*, involving personality insights more in your day-to-day discussions, or establishing a *culture of empathy*.



INVEST IN EMPLOYEES

It's difficult to keep everyone completely engaged - if it was easy, we'd all have it figured out by now. Work is hard and people's personal circumstances can spill over into their professional life.

Despite the challenges, you can do your part to make sure everyone at your organization feels actively engaged in what they're doing. By structuring roles to energize employees and communicating with them in their preferred style, you'll see a major difference in how each employee invests in their work.



Create lasting value *for your clients*

Thousands of coaches and consultants use Crystal to share easy-to-use personality insights with their clients, enhance their workshops, and improve retention.



TAKES TIME TO DECIDE

MAY BE OVERLY IDEALISTIC



TRY IT TODAY

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UPGRADE TO PREMIUM