



PERSONALITY AI FOR

TALENT ACQUISITION

How to recruit, interview, and hire the best talent

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Finding the Right Talent

FINDING THE RIGHT TALENT

When your role requires you to find the right talent to fit a company's long-term goals, it can be hard to get the job done quickly. In order to pick the best person for the position, it's important that you have a good understanding of who they are, what they can really bring to the table, and how they'll fit with the current team. Traditionally, the only way you could do this is by spending a lot of time with potential candidates so you have a chance to get to know them and see them in different scenarios.

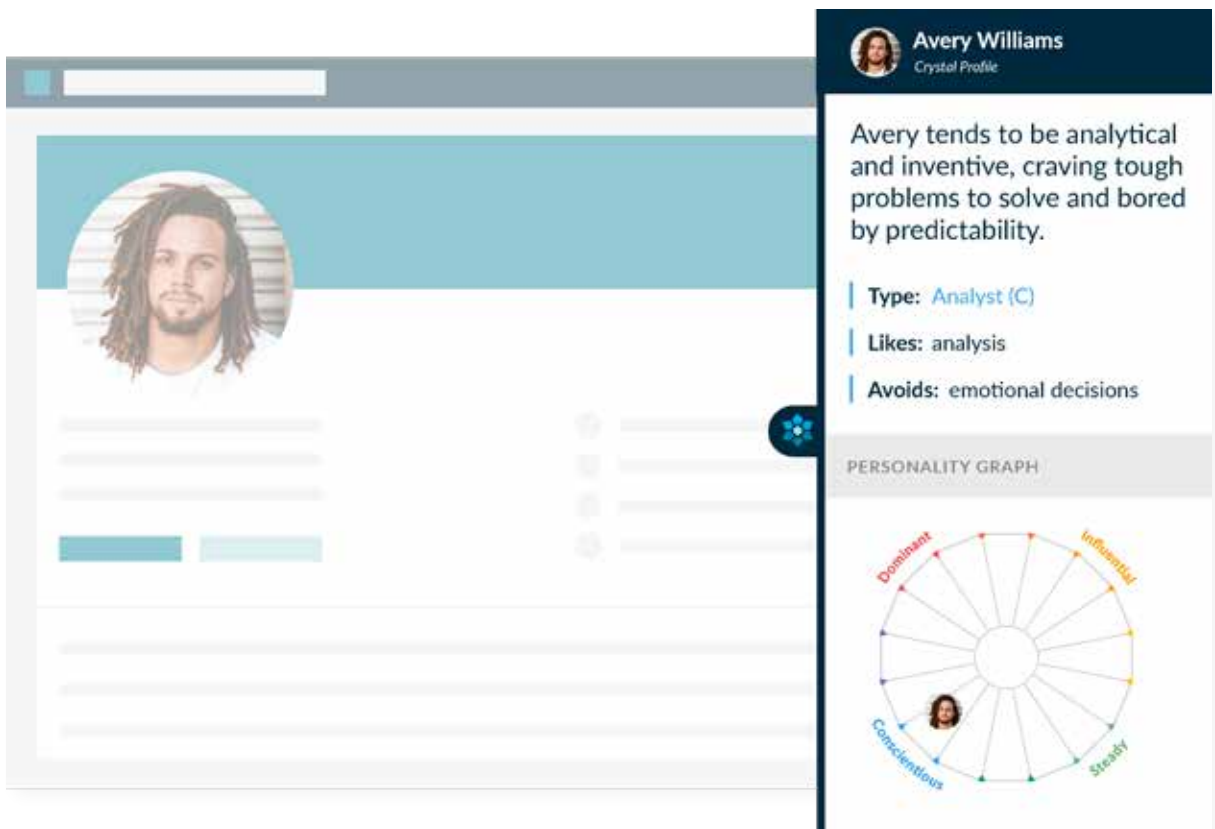
However, by using personality insights, you can speed up the get-to-know-you process and find the perfect candidate quickly, saving you time and unnecessary stress.



UNDERSTANDING PERSONALITY

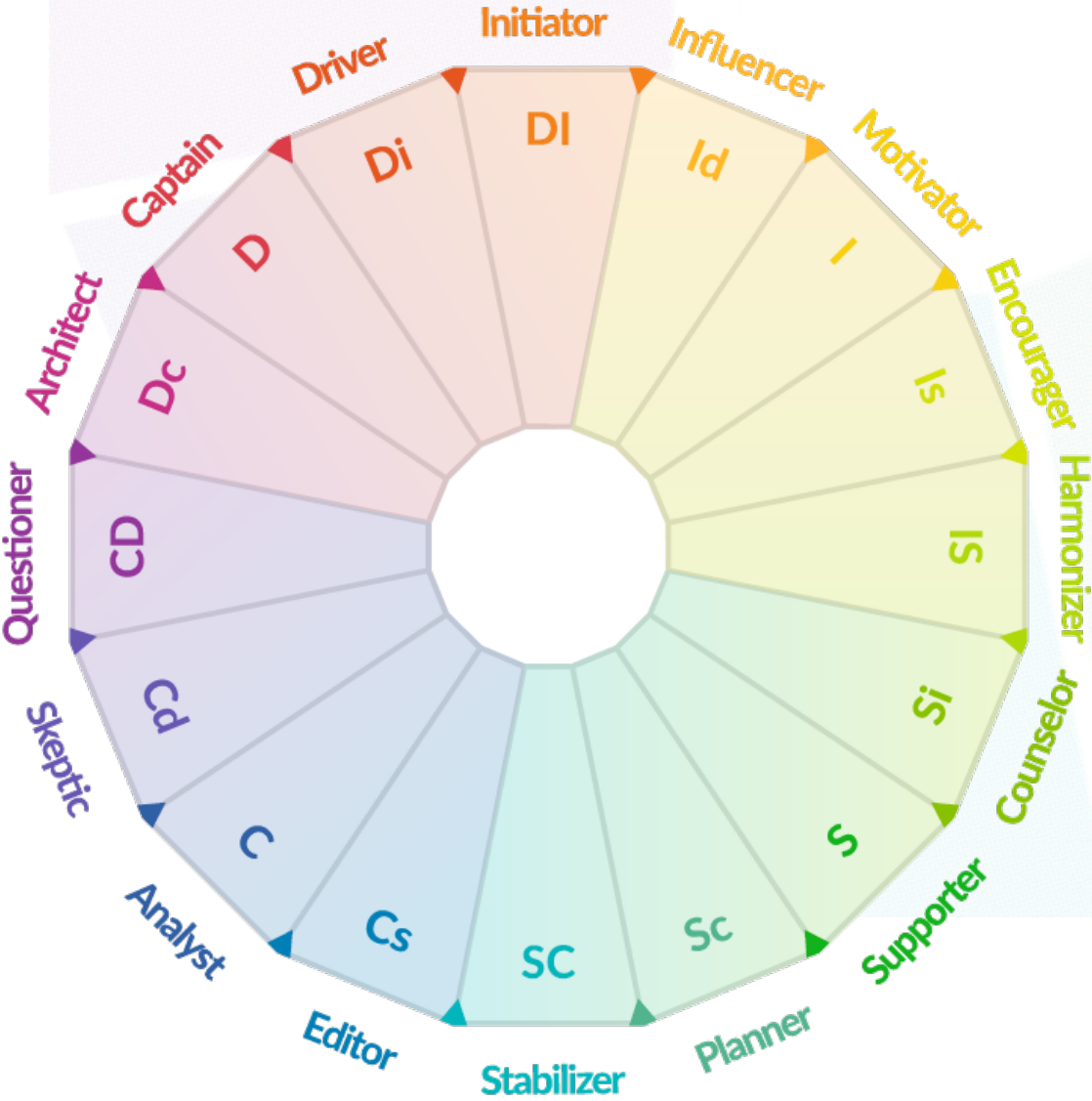
When looking for the best people, it's important to have a good understanding of who they are. You can do this by either having them take a short personality assessment or by predicting their personality using a new technology known as Personality AI.

Personality AI analyzes publicly available information on websites like LinkedIn to predict someone's personality, using artificial intelligence and machine learning. So you can unlock insights into their natural likes, dislikes, strengths, weaknesses, communication style, and more. Personality AI and assessments allow anyone to understand others on a deeper level.



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 your approach to each candidate. For example, a candidate who is an enthusiastic, people-oriented Motivator (I) is less likely to enjoy discussing the nitty-gritty details of the job. They'd usually prefer to hear about the creative potential of the job and the people they'd be working with. An Analyst (C), on the other hand, tends to enjoy learning more about the specifics.

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



SOURCING & RECRUITING

When you're sourcing a candidate, it's important to reach out to them in a way that is impactful and effective for their personality. Knowing how to best communicate with each prospective candidate can help you get responses when doing outreach.

Introducing yourself and your company well from the start can help ensure that each position sees applications from the best candidates.

For example, if you're reaching out to a potential candidate who is more social and casual, they're likely to feel less interested in overly formal, detailed emails about a job. However, if they receive a more informal, laid-back outreach email, in which the hiring manager shares a personal story, they're more likely to engage with the hiring manager and show more interest in the position overall



Here are how the four main personality types prefer to be communicated with

D Types

Captains, Drivers, Initiators, Architects

When reaching out to straight-forward D-type personalities, focus on being concise and confident. Be sure to get to the point of the message, rather than including too many unnecessary details. Explain how this position would help them move forward in their career.

I Types

Influencer, Motivator, Encourager, Harmonizer

When emailing optimistic, creative I-types be sure to share interesting stories, while maintaining an upbeat tone. Express the exciting, innovative aspects of the job and share how they could make it their own. If there's a potential for flexible hours or interesting perks, briefly share them in the initial email.

C Types

Editor, Analyst, Skeptic, Questioner

Thoughtful, patient S-types need time to feel more comfortable with the idea of a new job. Help them relax by sharing information about your experience with the company. Avoid being overly intense or pushy in your tone. Give them time to make up their mind and check-in with them from time to time.

S Types

Counselor, Supporter, Planner, Stabilizer

Prospects who are reserved, focused C-types prefer knowing many details about the job. Be intentional in demonstrating your expertise by giving a thorough overview of the day-to-day tasks involved in the job. Avoid bringing in subjective information. Keep your message clear and well-informed.

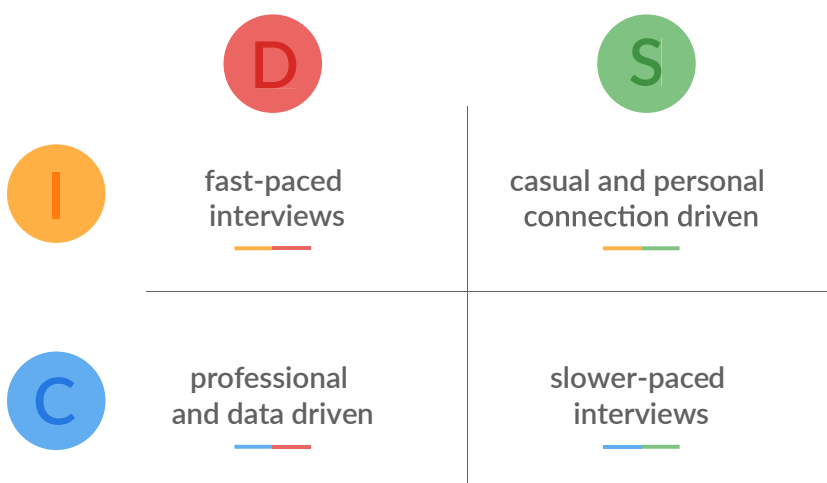
When you're able to quickly learn about a candidate's personality and adapt your communication style accordingly, it becomes much easier to make a positive impression and garner responses from them.

INTERVIEWING

Because interviews may be the best opportunity to understand if a candidate is a good fit for a position, it's important to give them each a chance to be themselves and share their own abilities. One of the best ways to do this is by adapting the interview style to fit with their personality.

Direct, autonomous types on the left side of the Personality Map, D-types and C-types, are more likely to feel comfortable in formal interviews. They'd prefer to be given the information they need from the start, like compensation, day-to-day tasks, and expectations of the position. Though D-types are more likely to feel comfortable around others than C-types, they both tend to appreciate meeting one person at a time, rather than being put in a group interview.

More social, people-oriented types on the right side of the Personality Map, I-types and S-types, generally prefer to have a casual interview that allows them the opportunity to be personable and build connections with the interviewer. They may want to know a bit about the position but are likely to thrive when the interviewer asks them questions about themselves and makes an effort to get to know them more as a person.



Those near the top of the map, D-types and I-types, tend to be more energetic and fast-moving; they may prefer to get through interviews quickly. Where those on the bottom half of the Personality Map, S-types and C-types tend to be more thorough and thoughtful in interviews; they are likely to take their time when answering and asking questions.

By adapting the interview to fit the candidate, you have a better chance to see them as their authentic selves, which will allow you to make a more informed, final hiring decision.

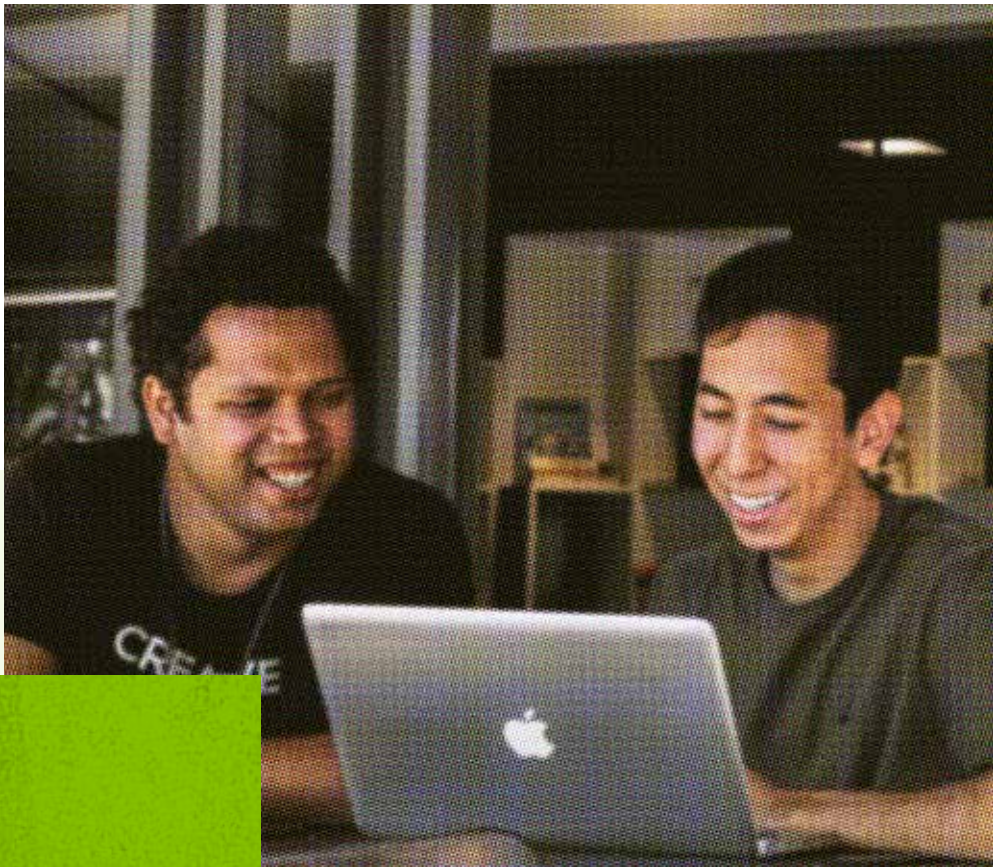




HIRING

When it finally comes time to picking the right candidate for a job, it's important that you understand how their strengths and weaknesses may align with the rest of the team's. For example, if the rest of the team is generally warm and talkative, but they struggle a bit with staying organized, it would probably be beneficial to hire someone who is more naturally organized and logical, even though they may be more naturally reserved.

By doing this, you're more likely to ensure each person's strengths are able to shine, while their weaknesses are covered by the strengths of their teammates. This way, the team is more balanced and effective overall. Once you understand how each candidate might fit with the team, you can ensure that you find the right candidate, whose natural abilities, likes, and communication style align with both the role and the people they'd work alongside.



ONBOARDING

New hires may initially find themselves overwhelmed with new responsibilities. Completing on-boarding tasks, learning the company culture, adjusting to an unfamiliar environment with different rules, projects, and new expectations can be overstimulating and draining if done incorrectly.

To prevent causing too much stress as they adjust to their new role, consider what you can do to help motivate new hires to succeed. By focusing on addressing aspects of the job that will help motivate them and communicating effectively with them throughout the onboarding process, you can get new hires excited about starting their new role. Here are common motivators for each type:



D Types

Captains, Drivers, Initiators, Architects

- Exceeding performance expectations and overcoming challenges
- Competition and winning
- Producing results and making tangible progress
- Efficiency and timeliness

I Types

Influencer, Motivator, Encourager, Harmonizer

- Exploration and discovery
- Fun, novelty, and excitement
- Feeling accepted and welcomed by others
- Learning through open discussion and brainstorming

C Types

Editor, Analyst, Skeptic, Questioner

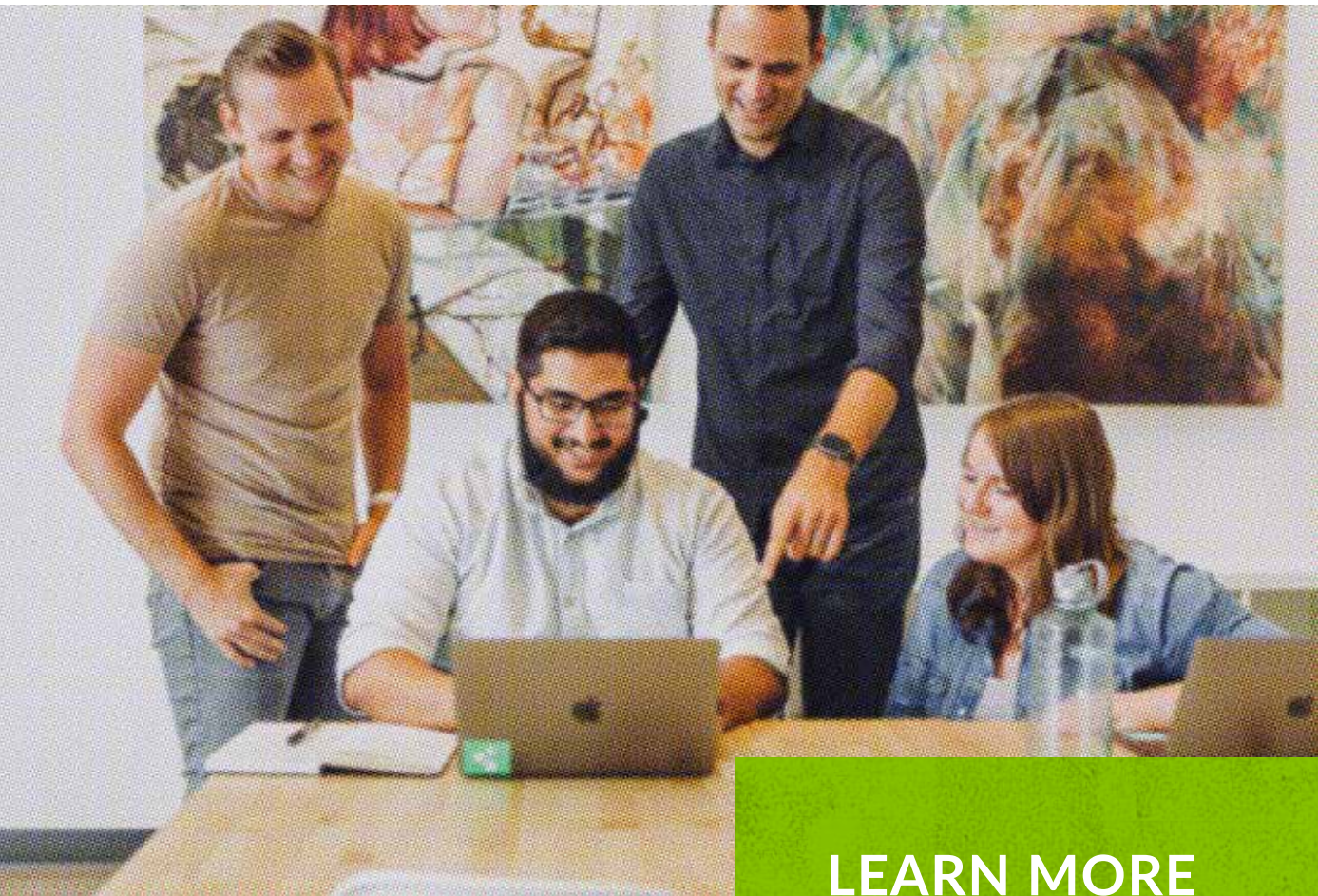
- Accuracy and precision
- Building an effective process
- Building more skill, competence, and expertise
- Environments where thought and analysis are valued

S Types

Counselor, Supporter, Planner, Stabilizer

- Long-term trust and loyalty
- Harmony and predictability
- Environmental and relational predictability
- Being able to help others

When you're able to understand what energizes each person, you can begin to adapt the onboarding process to help them feel excited and motivated.



LEARN MORE ABOUT TALENT

Personality AI can help make your talent acquisition process much easier and more effective. Rather than facing it with little to no information about each person, you'll be able to have a better understanding of each candidate's strengths, motivations, and communication style. You can have more success in the hiring process and find the best candidate for each role by learning more about their personality.



Hire without *the guesswork*

Thousands of recruiters globally use Crystal to source candidates, match them with roles, and set them up for success.



VALUES CONSISTENCY & DILIGENCE



VALUES SPEED & EFFICIENCY



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