

What is Obi & how is it helpful?

Obi (**O**n-Demand **B**ehavioral **I**ntelligence) is more than another AI feature. It's built directly into Predictive Index to help trained analysts, managers, and leaders move faster with the data they already trust.

- It can answer PI-specific questions inside the platform
- It generates recommendations based on PI behavioral science
- It helps create practical content like coaching guides, development plans, and feedback frameworks
- It's grounded in PI's proprietary behavioral data, assessments, and workplace psychology model

Most leaders are already overwhelmed by information. The real advantage to the new Obi is faster access to relevant, trusted guidance inside the tools you already use.

How does Obi work - what's the underlying logic?

The AI's logic is built directly on PI's gold-standard science. It's trained exclusively on PI's proprietary database of over 70 years of behavioral data and job data. This ensures the insights you get are accurate, digestible, based on deep people insights.

What if Obi gets it wrong?

It's a valid concern and true of all AI models private or open. Our AI is trained in PI science. It's not guessing; it's applying decades of validated research to the user's specific profile. Additionally, it's designed as a thought partner—it gathers and surfaces deep insights in seconds. Because we never allow AI to make decisions about people, a human leader is always in the loop to apply, validate, and contextualize the insights.

We're not comfortable using products with AI

We understand. This is why we don't think of it as a black box; we think of it as a tool to surface PI insights more easily. It's not a replacement for your expertise, but an enhancement that unlocks value and supports your business goals.

We can't use products with AI

Are there any exceptions? We ask because PI uses a secure and private AI model—it is not an open-source model. It's trained exclusively on PI's proprietary database of over 70 years of validated behavioral and job data, meeting strict security requirements and giving you confidence in its output.

Does Obi make decisions regarding people?

Absolutely not. This is our core promise: We never let AI make decisions about people (that's always left to humans). Obi's purpose is to save time and draw deeper insights by providing instant data, reports, and suggestions, enabling more effective conversations, development, and goal achievement.

Is there an additional expense to use Obi?

There are no current plans to add an additional fee to use Obi in its current state in 2026.

Who owns the data produced by Obi?

Any data produced by Obi is yours. It's designed to use your data to create outputs like career path plans or 90-day onboarding plans, putting personalized, actionable insights directly into your hands for employee management and growth.

Will my team become overly dependent on Obi degrading core human skills?

Quite the opposite. By surfacing deep insights, The Obi helps leaders focus on the human element, building both self-awareness and other awareness. It empowers your employees with actionable insights for growth and development, and for navigating the complexities of people more effectively.

Will people see what I put into Obi, or what comes out?

No. All prompts and responses are private to each individual user. Not even an account admin can see the questions, or the output. This is by design to create a safe environment for professional development.

Will users be able to access all PI data?

No, Obi will only surface data the user has permission to access.

Does PI use client data to train its AI model?

No. PI does not use client data to train its AI model.