

What is Obi and how can it help me?

Obi (**O**n-Demand **B**ehavioral Intelligence) is an AI product built directly into the Predictive Index software. Not generic AI, but intelligence grounded in the science of what drives people, 70 years of research and validation, and your organization's own PI data and context – now ready to meet you in the moment. Obi is available today as a chat experience in your software, with more ways to access it coming soon.

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, and 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.

What if we're not comfortable using 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.

What if we can't use products with AI?

Are there any exceptions? We ask because PI uses a secure and private AI model, 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. Request the Obi AI Security & Trust Pack from your PI consultant for more information.

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?

Obi is currently included with the purchase of the Inspire module. There are no usage limits or additional fees to use Obi within the PI software platform.

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 employee 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, 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 the Predictive Index use client data to train its AI model?

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

Can Obi be turned off?

Yes. Organization Admins can do that in Administration > Organization Settings > AI Settings.

How is Obi different from ChatGPT or other generic AI tools?

Obi is fundamentally different because we specialize its reasoning capabilities using validated PI Science. While we use advanced third party AI models, our process ensures that Obi pulls knowledge from our curated library of PI research, not the general internet. It is designed to follow a strict PI Rubric to provide more reliable, PI Science aligned guidance, unlike generic AI that provides unspecialized advice.