

Comparison of Predictive Index and Competitors

Feature	Predictive Index (PI)	Culture Index (CI)	Hogan Assessments	Clifton-Strengths (Gallup)	DiSC by Wiley	Kolbe	MBTI
Primary Focus	Talent optimization, hiring, engagement, and team performance	Behavioral assessments for hiring and alignment	Leadership, team performance, and personality risks	Strength-based personal and team development	Behavioral styles and workplace communication	Conative strengths for productivity and job alignment	Personality types for collaboration and self-awareness
Assessment Tools	Behavioral + Cognitive Assessments	Behavioral Assessments Only	Values, personality traits, and derailers	Strengths-based assessments	Behavioral profile	Conative assessments measuring natural problem-solving instincts	Personality type-based cognitive preferences
Delivery Model	Self-service + consultants	Consultant-led	Self-service + certified consultants	Self-service + Gallup coaching	Self-service + coaching options	Self-service with consultant support	Self-service + MBTI-certified consultants
Customization	Customizable job targets and dashboards	Highly tailored recommendations via consultants	Tailored insights for leadership and development	Minimal customization	Limited customization, simple frameworks	Role alignment and individualized work strategies	Limited customization, relies on predefined types
Software Ecosystem	Extensive integrations and additional tools	Limited integrations	Integrates with talent management systems	Minimal software, strengths-focused platform	Limited software functionality	Moderate integrations for workforce alignment	Minimal technology, paper or digital reports
Cost Structure	Flexible pricing for self-service and consulting	High investment, primarily consultant-driven	Premium pricing for high-quality insights	Accessible, per-user pricing model	Affordable, per-user or team pricing	One-time assessment with lower cost per user	Moderate pricing for assessments and workshops
Ideal Audience	Small to large organizations, scalable for any industry	C-suite executives and leadership teams	Large organizations focusing on leadership + risk	Teams and individuals aiming to improve strengths	Teams seeking better communication	Organizations optimizing job alignment and team collaboration	Individuals + teams improving communication and collaboration