How GrabOn Used Predictive Index to Build a Smarter, More Self-Aware Workforce

GrabOn started using the Predictive Index (PI) this year to make hiring and team growth more grounded in real data. For this Grabon partnered with The Predictive Strategy Group (TPSG), the India partners of Predictive Index (US). The idea was simple - understand people better, hire smarter, and help leaders coach more effectively. Everything we did with PI came back to one thing: keeping decisions human while adding more clarity and consistency.

A Quick Company Overview

Company	GrabOn
Industry	E-commerce and Affiliate Marketing
Focus Area	People Analytics and Organizational Development
Tool Used	Predictive Index (PI)
Objective	To build a more objective, self-aware, and growth-focused workplace
Implemented	2025

The Challenge

As GrabOn grew, the pace of hiring picked up, but so did the guesswork. Managers relied on instinct to decide who felt "right" for a role. Some hires blended in naturally while others struggled to match the team's rhythm.

This led to three key challenges:

1. Hiring decisions leaned too much on impressions.

2. Lack of behavioral insight in team management and leadership development.
3. Limited self-awareness among employees about their own motivators and work styles.

The leadership team then recognized the need for a more structured and evidence-based approach to understanding their people, not just by what they do, but *how* they do it.

The Solution - Introducing Predictive Index

GrabOn implemented the Predictive Index (PI) assessment to help align hiring, management, and culture around real behavioral insights. Every team member, from entry-level hires to department heads were encouraged to take the PI assessment and understand their own behavioral drives.

The goal wasn't to replace human judgment but rather to strengthen it. PI has allowed teams to understand what truly motivates people, how they communicate, and where they naturally excel.

Implementation Highlights

1. Data-Driven Hiring Decisions

GrabOn integrated PI assessments into the hiring process for key roles.

Each position was mapped with a behavioral and cognitive benchmark to ensure candidates were evaluated for both *capability* and *fit*.

The shift made interviews more structured and hiring decisions more objective. Managers now had tangible data to validate their instincts, which resulted in fewer mismatched hires and smoother onboarding.

2. Encouraging Employee Self-Awareness

Every team member was encouraged to take their PI assessment and interpret their results for themselves.

Instead of treating it as a formality, GrabOn built reflection sessions around these results. People learned about their motivators, work preferences, and communication tendencies. This led to a subtle but powerful shift - people started managing themselves better.

> "I used to think my need to analyze every detail slowed me down. My PI results helped me see it's how I find clarity. I like to break things apart, spot what others might miss, and build content that connects logic with creativity," shared the content lead.

This kind of self-awareness didn't just improve collaboration, but it also helped people lean into their strengths instead of apologizing for them.

3. Developing Leaders with Insight

Managers began using PI data to tailor the way they coached, delegated and communicated with their teams.

Some team members thrived with autonomy, others preferred detailed direction. PI reports helped leaders see that in advance.

GrabOn also used PI to identify emerging leaders early on, like those showing natural initiative, drive, or consistency, even if they weren't vocal in meetings.

> "PI helped us spot people who lead before they even had a title," said a department head.

This created a leadership development model built on *potential*, rather than just tenure.

4. Building a Culture of Understanding

Culture change doesn't happen overnight, but PI slowly reshaped how people at GrabOn talked to each other. Conversations started sounding more self-aware, with teammates saying things like, "I think that's my high formality showing," or "You're probably waiting for quicker feedback because you're more extroverted than I am."

It wasn't forced. It was just how people started to understand each other.

PI became part of how the company talked about teamwork, not as a label but as a lens. It helped build empathy and reduce friction while making discussions more transparent.

The leadership team continues to integrate PI language into day-to-day tasks, from onboarding check-ins to one-on-one reviews. It's a work in progress, but it's already shaping a more emotionally intelligent culture.

The Impact

Even without formal metrics, the internal impact has been more than significant. Teams have become more aligned, hiring has become more accurate, and leadership more personalized.

Visible Results

- Stronger alignment between role requirements and hires
- Increased openness in manager-employee communication
- Improved team collaboration and empathy
- Clearer identification of leadership potential
- A shared vocabulary for behavior and motivation

What's Next

GrabOn is expanding the use of PI beyond hiring and leadership. The next phase will integrate these insights into:

- **Career Pathing:** Aligning internal growth opportunities with behavioral strengths.
- **Performance Reviews:** Including PI insights to make evaluations more personalized.
- **Team Design:** Using PI data to form balanced, high-performing teams.

The goal is to make behavioral intelligence a permanent part of GrabOn's people strategy.

Conclusion

PI has done more than improve hiring at GrabOn. It has helped shape a culture where people understand themselves and each other better.

The company now makes people decisions with more confidence, empathy, and accuracy. The result is a workplace that feels both human and strategic, and one that values data without losing the personal touch that defines GrabOn.