



# Culture Amp is the CultureOS™

A blueprint for high-performing organizations



Executive brief



# A message from our CEO

When I stepped into the role of CEO of Culture Amp, I did so with a deep understanding of our business and the challenges facing our customers today. We are in a moment of profound flux. Budgets are tightening, AI is reshaping work, and HR leaders are being asked to deliver more, faster, without losing the human core of their organizations.

For years, best practice in HR has split the story: “performance” is on one side, “engagement” on the other. HR leaders have worked hard to facilitate peak performance, one review cycle at a time. But these efforts rarely achieve sustainable high performance, because, as [previous research](#) shows, heroics don’t scale.

If you’ve watched The Bear, you’ve seen a team firing at a Michelin-level pace while fraying at the edges. The team produces dazzling results, but within an unmistakably broken system. As a viewer, you wait with bated breath for them to fail because you know it’s coming. But from the inside, that high level of dysfunction can feel inevitable, like it’s simply what high performance requires. It turns out that seeing your own culture and how it enables or undermines your success as a company is really hard to do with traditional tools.

For a more meaningful perspective, we paired our People Science with AI to give leaders an evidence-based instrument panel. We are moving beyond simple measurement to provide system-level intelligence you can steer: a culture operating system.

As we move forward as a company, we want to ensure culture is embedded in every leadership conversation. In an open-concept kitchen, a restaurant’s culture is on display for all to see – the quality of the whole operation is made visible. My commitment is to make culture visible and actionable in workplaces worldwide and convert that clarity into durable organizational high performance.



A handwritten signature in black ink that reads "Caroline Rawlinson". The signature is fluid and cursive.

**Caroline Rawlinson**  
Chief Executive Officer, Culture Amp



# Culture Amp is the CultureOS: A blueprint for high-performing organizations

Culture is an organization's operating system. It is the connective layer that aligns people, decisions, and performance in a world of work that is increasingly complex.

AI is reshaping the way people work and the workforce itself. The CHRO is at the center of this transformation, responsible for guiding AI adoption, upskilling the workforce, strengthening performance culture, and doing it under tighter budgets and faster deadlines.

The work ahead is not simply to add AI, but to integrate it into a coherent culture system that people can trust.

## The mandate: Connect culture, performance, and AI

Organizations need an intelligence layer that connects their culture, performance, and AI into one system. AI is accelerating decision cycles, widening spans of control, changing how teams learn, and redefining roles. These shifts are moving faster than most organizations can absorb, increasing pressure to strengthen performance while budgets tighten.

Leaders feel the urgency. They know they need AI to stay competitive, but when people aren't ready, adoption produces burnout, resistance, and poor decisions. In this environment, adaptability is paramount. Yet many organizations still rely on disconnected tools and processes, leaving leaders without the integrated insights and context they need to move quickly and confidently.

Culture Amp is the CultureOS: the always-on intelligence layer that connects how work really happens with the outcomes that matter – translating signals into decisions and decisions into durable high performance.

The CultureOS helps leaders understand what's working, what's at risk, and where to focus before issues escalate.



## What the CultureOS does

**The CultureOS operates as a coherent system that:**

- Surfaces early signals that help leaders understand what's working, what's at risk, and where to focus before issues escalate.
- Supports better decisions across the organization by turning People Science and AI into proactive support and practical guidance, reflecting how work actually happens.
- Learns over time, informing everyday decisions across the workforce and helping organizations adapt without prescribing a fixed definition of culture.
- Works with the existing HRIS tech stack, adapting to the way people work, rather than forcing new platforms or rigid processes.

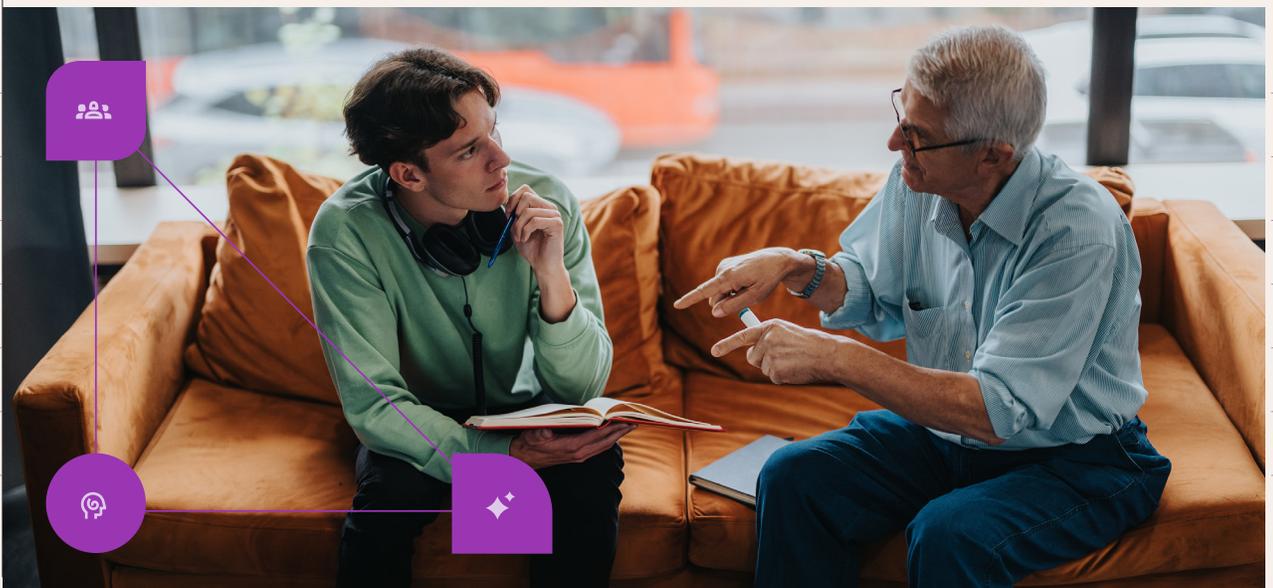
## People Science research and insights

For 15 years, Culture Amp's People Science team has analyzed vast employee lifecycle and experience datasets to guide product development and help CHROs and leaders use evidence-based insights to drive employee engagement and performance. On top of that, people scientists are available to customers looking for a thought partner with a strong pulse of what's happening in similar companies, industries, and the broader world of work.

### Notable People Science insights:

- Confidence in [leadership is the top global driver of engagement](#). How [leaders perform](#) and communicate are critical signals for organizational energy and follow-through.
- [Psychological safety differentiates sustained high performance](#); employees who sustain high performance are significantly higher on risk-taking safety and feeling their opinions are valued.
- Most HR professionals are self-taught in generative AI, and strategy ownership is fractured, with [over a third reporting no owner and minimal HR oversight](#). That vacuum undermines AI adoption, consistency, and the possible successes employees can have when AI-enabled.
- [Operating rhythms impact performance](#): employees with fortnightly 1-on-1s are far less likely to leave than those without 1-on-1s; inconsistent 1-on-1s also increase attrition risk compared with a reliable cadence.

The CultureOS combines insights like these with organizational context and direction so teams can move at the pace needed to sustain high performance.



## What we understand to be true

1. **Culture and performance are inseparable.** Engagement without execution drifts; execution without engagement burns out. Connecting both makes the will to win and the way to win visible at the same time.
2. **Guidance beats dashboards.** Leaders and managers need in-the-moment coaching that respects context, not just a pile of metrics. The CultureOS translates signals into practical next moves for managers and executives, making action a cadence rather than a heroic push.
3. **Adaptation is a strategy.** The organizations that will win are the ones that respond quickly and keep people with them. In an AI-driven world, adaptability is a key advantage to reduce burnout, attrition, and cost of poor decisions, and culture is how you operationalize it.
4. **AI amplifies human purpose.** AI is a force multiplier that supports human meaning and ingenuity, not a replacement for them. When used correctly, AI frees up leaders to focus on the deeply human aspects of work (e.g. empathy, mentorship, and purpose), which are the ultimate drivers of long-term commitment.

## Barriers leaders will face

- **Ownership ambiguity for AI and culture execution.** When no one owns the strategy, progress stalls; when strategy is self-taught, inconsistency creeps in.
- **Trust and psychological safety gaps.** Without psychological safety, sustained high performance falters, even in teams that previously hit high marks.
- **Leadership clarity gaps.** Confidence in leaders remains a primary driver, but macro pressures have chipped away at it globally.
- **Action-taking fatigue.** Teams discuss results without believing action will follow; transparency must be paired with credible follow-through to protect confidence.
- **Manager overload and scaling challenges.** As spans widen, managers struggle to sustain effective behaviors; without enablement, inconsistency and attrition grow.

## How to use culture to drive performance

- **Turn data into direction.** Use a dual-outcome view to align executives on where culture is misaligned with performance, then resource targeted moves accordingly.
- **Bring culture into your AI strategy.** Name HR as the primary cross-functional owner for AI enablement, coaching, and policy.
- **Leverage AI to guide your people in the flow of work.** Utilize tools that are contextual and grounded in science.
- **Prioritize psychological safety.** Institutionalize practices that drive sustained high performance. Prioritize psychological safety where high performers show strain, and recognize that sustained individual excellence requires renewal (rest and recovery) to avoid burnout.



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- **Empower local managers.** The best results happen at the team level. Support managers with tailored playbooks, nudge them into small, repeatable improvements, and make progress visible so teams stay motivated.
- **Protect the 1:1s.** Codify high-quality, frequent 1:1s. This single practice reduces attrition risk dramatically and improves motivation, development, and alignment.
- **Re-earn confidence in leadership.** Communicate the vision as a guiding force, show how resources are being directed, and demonstrate that people matter. Leadership confidence is the biggest impact driver to restore energy and momentum.



## The commitment

Our promise is to make culture legible and leadership actionable. We connect the signals leaders can feel to the outcomes they must deliver so action is clear, progress is visible, and performance is sustainable. We meet people where they work with science-backed guidance that scales. In an AI-driven era, technology is a multiplier only when culture is the system.

The future belongs to organizations that adapt without losing their human center. Culture Amp is the CultureOS, so your people move with confidence, your managers lead with clarity, and your company performs at its full potential, quarter after quarter. In a rapidly changing world, your people are your advantage; we help you unlock the power and potential they hold as culture creators.



Don't leave your culture to chance. Culture Amp is the always-on intelligence layer powered by over 15 years of People Science research and augmented by AI.

Learn more at [cultureamp.com](https://cultureamp.com)

