

## 15Five vs. Culture Amp: Where 15Five Is the Stronger Fit

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### Executive Summary

This article addresses the decision-making challenge HR leaders face when selecting a performance management platform, specifically comparing 15Five and Culture Amp. Authored and published by 15Five, the piece argues that 15Five is the superior choice for organisations seeking an integrated system connecting performance, engagement, retention, and compensation data. The article presents a series of use-case scenarios — including manager development, performance calibration, OKR tracking, compensation linkage, and AI-assisted insights — in which it positions 15Five's features as more capable or more deeply integrated than Culture Amp's. Key evidence offered includes a statistic from 15Five's own Manager Effectiveness Report, claiming 52% of employees have left due to unsupportive management and 56% cite good management as critical to retention. The article concludes that 15Five is designed for HR leaders seeking a unified performance management ecosystem, while Culture Amp is characterised as primarily an engagement survey tool that has expanded but lacks native calibration workflows, embedded compensation tools, and the same depth of manager-facing AI capabilities. The piece ends with a product demonstration call-to-action.

### Key Insights

1. The article characterises Culture Amp as primarily an engagement-survey platform and argues this creates analytical gaps when HR teams need to connect engagement data to performance, retention, and compensation decisions simultaneously.
2. 15Five's proprietary AI tools — AMAYA for HR leaders and Kona for managers — are presented as operating from a single connected data model spanning engagement, performance, turnover, and compensation, which the article contrasts with what it describes as Culture Amp's more siloed AI applications.
3. The article identifies the absence of native calibration workflows in Culture Amp as a meaningful functional gap for organisations running structured talent review sessions.

### Practical Takeaways

- Organisations evaluating performance management platforms are advised by the article to assess whether engagement data is connected natively to performance, retention, and compensation workflows — or whether cross-system data stitching is required.
- The article highlights manager behaviour tracking and AI-assisted 1:1 coaching as emerging differentiators in the performance management platform market, signalling that manager enablement tooling is an increasingly central evaluation criterion.

## Frameworks Mentioned

**OKRs** — The article references 15Five's OKR system, noting it uses weighted objectives to reflect differing priority levels across goals within a review cycle.

## Critical Analysis

The article's primary limitation is its authorship: it is written and published by 15Five, creating an unambiguous commercial conflict of interest. All capability comparisons, feature assessments, and characterisations of Culture Amp's limitations are presented without independent verification or third-party audit. The sole statistical claim — that 52% of employees have left due to unsupportive management and 56% cite good management as critical to retention — is sourced from 15Five's own Manager Effectiveness Report, which is not independently peer-reviewed. Culture Amp is not given a voice in this comparison, and its features are described selectively and from a competitor's perspective. No methodology is provided for capability assessments. Strengths include relatively specific feature-level comparisons (e.g., calibration workflow availability, compensation integration architecture) that offer some operational utility for buyers conducting due diligence, provided claims are independently verified.

## Organizational Practice

The article describes HR practices including running structured calibration sessions to compare manager ratings and surface high performers, linking compensation decisions to performance review data, conducting continuous 1:1 meetings tracked through AI tools, and using integrated dashboards to monitor engagement, performance, and retention signals simultaneously.

## Strategic Implications

The article reflects a broader market trend toward platform consolidation in HR technology, where vendors are competing to own a unified data layer spanning engagement, performance, compensation, and retention rather than serving as point solutions. The emphasis on manager behaviour analytics and AI-assisted coaching suggests these capabilities are becoming standard evaluation criteria in enterprise platform selection. The framing of HR as a strategic function — measured by its ability to connect people data to business outcomes — indicates a continued shift in how HR technology vendors are positioning their value propositions to buyers.

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**Validation Status:** passed