

How Pennrose Cut Their Performance Cycle Time in Half with 15Five

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Executive Summary

This article addresses the performance management challenges faced by Pennrose, an affordable real estate development and property management company with approximately 600 employees distributed across diverse operational functions. The central argument, advanced by 15Five as the article's publisher, is that replacing fragmented legacy systems with its integrated platform resolved Pennrose's core pain points around administrative burden, data quality, and manager effectiveness. Key evidence presented includes a reported 50% reduction in performance review cycle time, a three-month acceleration of the appraisal cycle enabling earlier bonus payments, and 100% team alignment to company-wide objectives — all described as firsts for the organization. Additional reported outcomes include more structured manager-employee check-ins, standardized leadership competency measurement, and reduced HR administrative lift through automated lifecycle surveys. The article concludes that platform consolidation and user-friendly design were the primary drivers of improvement. As a vendor-authored case study, all findings originate from a single organizational informant and are unverified by independent audit, limiting the generalizability and evidential weight of the reported results.

Key Insights

1. Pennrose reduced its full performance appraisal cycle by three months and completed performance reviews in approximately half the prior time after transitioning from Cornerstone (Talent Space) and Saba to 15Five.
2. The organization achieved 100% alignment of all teams to one of eight company-wide strategic objectives for the first time, suggesting prior OKR infrastructure was absent or non-functional.
3. Shifting from annual external engagement surveys to continuous, integrated feedback mechanisms was identified as a structural change that connected engagement data more directly to performance management workflows.

Practical Takeaways

- Distributed organizations with fragmented HR systems report that consolidating performance review, engagement, and objective-setting functions into a single platform can reduce administrative cycle time and increase data accessibility for leadership.
- Introducing engagement surveys as an initial on-ramp before fuller platform adoption was described by Pennrose as a method for building employee familiarity and reducing change-management resistance.

Frameworks Mentioned

OKRs — Objectives and Key Results methodology used to align individual team work with eight company-wide strategic enterprise objectives.

Critical Analysis

Strengths: The article provides specific, quantifiable outcomes — cycle time reduction, bonus payment timing, and objective alignment percentages — which are more concrete than many vendor case studies. A named organizational contact (Becky Ballod, Organizational Effectiveness Manager) adds a degree of accountability. **Limitations:** The article is produced and published by 15Five, the vendor whose product is under review, creating a significant conflict of interest. All data is self-reported by a single organizational informant with no independent verification, control group, or longitudinal follow-up. The article does not disclose implementation costs, timeline challenges, or any areas where the platform underperformed expectations. Causal attribution is assumed rather than demonstrated — improvements may reflect organizational readiness or parallel initiatives rather than platform features alone. The promotional framing, including a closing call-to-action, confirms this is marketing content rather than independent research.

Organizational Practice

Pennrose replaced two legacy HR platforms (Cornerstone Talent Space and Saba) with a single integrated platform, introduced continuous engagement surveys in place of annual external surveys, implemented structured manager one-on-one tracking, standardized manager competency assessment from CEO to site-level staff, and used automated lifecycle surveys to streamline exit interview administration.

Strategic Implications

The Pennrose case illustrates a pattern in which mid-sized organizations with distributed workforces are consolidating point HR solutions into unified platforms to reduce administrative overhead and generate accessible people analytics. The reported shift from annual to continuous feedback cycles reflects a broader trend in PMS design toward higher-frequency data collection. The use of a vendor-native AI insights tool (Amaya) to enable non-analyst leadership to query HR data points to growing demand for embedded analytics within PMS platforms rather than separate BI tooling. The adoption of manager competency frameworks tied directly to internal leadership development curricula suggests increasing integration between performance measurement and learning and development functions.

Validation Status: warning