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On the Radar: How ScultureAI aims to strengthen corporate culture in the flow of work with AI

Summary

Catalyst

As workers become more geographically dispersed and gravitated toward digital-first collaboration and productivity practices, building a strong and connected corporate culture can be challenging. ScultureAI is a solution developed to address the challenges businesses are experiencing in strengthening and embedding cultural values more closely into the workflows and tasks employees interact with daily. Its AI-powered platform provides capabilities that align employee behaviors with organizational goals, providing valuable insights and coaching that help foster a more connected and unified culture.

Omdia view

Culture is not something that can be applied in a prescriptive fashion – it is more a byproduct of the efficiency organizations achieve when treating people fairly and well, optimizing processes to the benefit of people’s experiences and operations, and embracing technology for better business and customer outcomes. When organizations think about culture in this way, the importance of capturing signals and insights across these areas becomes clearer in not only understanding what culture looks like but how it can be optimized. It is in this analysis of the patterns across people, process, and technology, and the insights

that can be generated, that AI and solutions such as ScultureAI can significantly enhance corporate culture. These technologies will enable employees to make more informed decisions that have the potential to create more inclusive and productive work environments. These solutions will also help leaders better understand what culture looks like and where improvements can be made. However, it is essential that these capabilities seamlessly integrate with employees' workflows. Digital exhaustion is very real, so integrating solutions that can help strengthen corporate culture into existing collaboration tools and practices is particularly important.

These considerations also fittingly encapsulate the balance many businesses are trying to strike between AI and human interactions. AI can provide important data, insights, and information but is limited when trying to contextualize it with the required emotional intelligence. This is particularly vital in HR, for example, where AI will increasingly be used to impact decisions about people. Leaders should use the insights AI provides to help them create supportive and engaging workplaces, but they need new technologies to help them achieve this. ScultureAI is a promising solution as it has been developed to guide behaviors by integrating with existing collaboration and employee workflows. By integrating with platforms such as Microsoft Teams and Slack, ScultureAI's capabilities are made accessible via the very tools that digital-first employees rely on as their primary interface to work.

Why put ScultureAI on your radar?

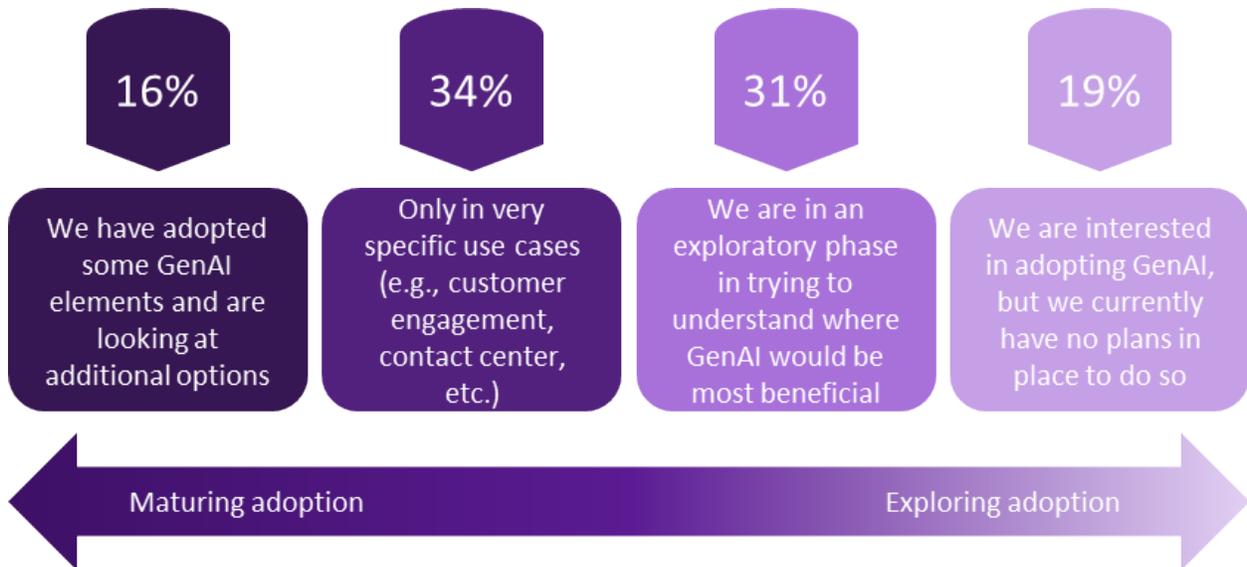
ScultureAI helps enhance corporate culture by using AI to embed company values and communications more richly and consistently into digital interactions that have become the foundation of modern work. As is the case with the implementation of any new AI capabilities, businesses must be aware of the challenges associated with user adoption and in defining and communicating clear boundaries around data privacy and usage.

Market context

Business environments are now more agile and geographically dispersed than ever. Optimizing employee experience and strengthening corporate culture can be difficult in digital-first environments where systems, tools, and people structures are fragmented, complex, and where knowledge exists in silos. In the realms of the digital workplace, the value of AI in strengthening employee collaboration and productivity is increasingly recognized, but there is also an important value proposition emerging around how AI can help support and strengthen corporate culture. The release of ChatGPT in late 2022 marked a pivotal moment, bringing unprecedented awareness to conversational AI and lowering the barriers to entry. As with the mobile phone before it, AI technology has entered the public consciousness in a big way. The increased interest in all things AI and generative AI (GenAI) has brought about unprecedented levels of excitement, concern, and confusion as organizations consider both the short-term and long-term implications of this technological advancement.

Applying AI in a business setting to improve employee productivity and collaboration has become a strategic aspiration for many businesses. Organizations that Omdia engaged with as part of its 2024 Employee Productivity and Collaboration Survey are at various stages of implementing AI capabilities (see **Figure 1**).

Figure 1: Stages of AI adoption



Source: Omdia

The opportunities to transform work with AI are plentiful, but so are the cost, cultural, and data privacy challenges (see **Figure 2**). As with most disruptive technologies, businesses are trying to balance the opportunities and concerns that AI poses. AI arrived when businesses were already experiencing significant digital and people-centric disruptions. Flexible and diverse work styles continue to challenge how organizations secure and manage business data and other assets. Moreover, understanding and enhancing employee experiences remains an important mandate for both IT and business leaders.

Figure 2: The five biggest concerns businesses have with AI



Source: Omdia

Overcoming the challenges associated with workforce morale and culture will be vital for businesses, so new technologies that can help here will be of keen interest, especially to larger organizations.

Product/service overview

ScultureAI is an AI-powered platform developed to help businesses shape organizational culture, and at scale. The platform has been designed to integrate seamlessly into existing digital and employee workflows, and across collaboration tools such as email, Slack, and Microsoft Teams. A core capability of ScultureAI is in how the platform provides tailored coaching aligned with specific company values. It does this by providing real-time guidance via everyday interactions that aim to promote behaviors and work patterns that align with the company's core values. This process of "culture encoding" embeds an organization's cultural objectives directly into its AI-augmented coaching models. This process is supported by various steps, including:

- Embedding a company's core values into its platform. Corporate values can be integrated into the collaboration and productivity workflows that guide how people work. For example, if an organization's values collaboration, ScultureAI can analyze communications across email and platforms such as Slack and provide real-time suggestions to employees on how their communications can be phrased to be more collaborative and inclusive.
- Reshaping culture in the flow of work. ScultureAI makes an organization's cultural aspirations actionable and front of mind for every employee by bringing them directly into the flow of work. Cultural goals can often seem quite abstract and disconnected from day-to-day tasks. However, by integrating these AI-augmented coaching methods into the workflows that guide how people work and collaborate, ScultureAI can help organizations achieve their cultural objectives more effectively.
- Encouraging non-invasive and voluntary participation. To encourage trust in the AI solution, participation is voluntary and confidential. Employees can choose when they wish to engage with an AI coach as part of their daily communication and collaboration workflows.

An important aspect of the platform's value proposition is ScultureAI's ability to extend its capabilities beyond management to every employee. The platform also delivers reporting insights and data that help leadership teams understand the progress being made against cultural objectives. To protect the privacy of employees, these insights can be anonymized. Behavioral data, including communication signals such as tone and politeness, can all be analyzed to aid in understanding the organization's cultural health. In addition to these communication signals, other indicators that can be used to gauge progress include collaboration signals, decision-making (such as multiple perspectives involved in reaching a decision), adoption statistics, and language usage. There is also the potential for other indicators to be incorporated in future releases, such as response times, dispute frequency, and collaboration patterns.

In the age of AI, privacy, trust, and security are paramount. An important practice is ensuring businesses have the relevant procedures and measures in place to preserve the security and privacy of data being used to inform any AI system. This cannot happen in an isolated fashion – it must be done as part of the broader business security effort. Adhering to ethical standards is also important. Employee interactions in ScultureAI are private and based on voluntary participation. Additionally, the solution does not store any personal data for AI training purposes. Employees should understand what data is being collected and how it is being used. From a broader strategic perspective, it is vital to involve employees in both the development and implementation of any AI system. This approach not only helps educate them on the benefits but also strengthens their buy-in to the solution.

Company information

Background

ScultureAI was founded in 2023 by Andrew and Elie Rashbass. Andrew is the former CEO of The Economist Group, Reuters, and Euromoney Institutional Investor PLC. He now works with the van der Schaar Lab on a range of innovative AI initiatives and taught the MBA Strategy required curriculum at Harvard Business School. He advises firms on mergers and acquisitions (M&A) and strategy. Leonidas Tsementzis and Bob Vickers are other co-founders, and Professor van der Schaar is senior AI adviser. The founding team combines expertise in AI, strategy, and business leadership. In March 2024, ScultureAI raised £470,000 in investment. The company then raised another £885,000 in December 2024, bringing its total equity raised so far to £1.355m. This funding has supported the company in broadening its integration with collaboration platforms, including Microsoft Teams and Slack.

Current position

The learning and development (L&D) capabilities and AI modeling, which play a pivotal role in shaping organizational culture, position ScultureAI's solution well in HR and L&D departments. It can be challenging for these teams to embed cultural and company values into day-to-day tasks and operations, and this is something that ScultureAI supports. While ScultureAI is a solution designed to support varied use cases and industry contexts, there are certain scenarios where the solution has high value potential. One such circumstance is when employees from different businesses are brought together due to an M&A. Fusing different collaboration practices and cultures can be challenging in this scenario, so the support of a solution that can help shape and influence positive culture at scale and within existing collaboration workflows can be invaluable. Another scenario is employee onboarding – connecting new employees effectively to their fellow colleagues and aligning them with corporate values and culture is an important activity, and one that can be challenging. ScultureAI can strengthen the onboarding process by subtly coaching new hires on corporate values. ScultureAI's capabilities can also be used to support new managers in developing their leadership skills and communications.

One of the more prevalent adoption scenarios ScultureAI is experiencing is in the support of hybrid and flexible workforces. When employees are geographically dispersed across various locations, promoting consistent cultural values can be challenging. The reduction in informal interactions, a lack of synchronization across different working time zones, digital fatigue, and different interpretations of corporate messaging and cultural values are some examples of the challenges businesses face. ScultureAI helps businesses address these issues with capabilities that can be integrated into existing tools and familiar work patterns.

Future plans

In 2024, ScultureAI advanced its capabilities and proprietary coaching engine, while also securing significant new funding. The vendor has clear ambitions and plans for growth over the next two years. ScultureAI's customer and revenue growth will be driven by the establishment of new distribution partnerships and broadening awareness of its capabilities, in addition to continued improvements to its solution. Capability enhancements will include new dashboarding and advanced analytics capabilities, and coaching developed to support specific collaboration scenarios, including videoconferencing.

Key facts

Table 1: Data sheet: ScultureAI

Product/service name	ScultureAI Coach	Product classification	B2B SaaS (HR/L&D)/AI
Version number	V1.4	Release date	September 2024
Industries covered	All	Geographies covered	All (English speaking)
Relevant company sizes	50–1,000,000+ employees	Licensing options	Annual SaaS subscription, with pricing based on user numbers
URL	https://sculture.ai/	Routes to market	Direct sales, sales partnerships with consultancy and coaching firms
Company headquarters	London, UK	Number of employees	7

Source: Omdia

Analyst comment

Business values are often discussed, but taking action to support them is a major challenge, especially for larger organizations. Compounding this challenge is the shift toward a digital-first work environment. This transition requires businesses to find new ways to raise awareness and implement tactical measures that uphold organizational and cultural values. ScultureAI’s proposition is impactful as it provides businesses with a way to embed these values into the existing workflows and collaboration solutions that employees commonly interact with. Rather than being a new solution that employees need to navigate and use, ScultureAI coaches and guides employees across the digital and collaboration channels they use now. This is important given the priority organizations are placing on simplifying and better integrating complex enterprise technology estates. The value of the insights and data that ScultureAI can offer managers and those leading on corporate culture is also an important consideration. The solution provides a way for these stakeholders to better understand and report on the tangible cultural trends. Automated reporting on the progress the organization is making toward its defined corporate values is expected to be released later in 2025.

As ScultureAI’s platform grows and expands its capabilities, it must remain intuitive and user-friendly for all employees, regardless of their technical proficiency. ScultureAI should also consider the concerns that businesses have about data privacy and security when looking to adopt AI capabilities. Continuing to ensure robust data privacy and security measures will be paramount. Finally, investing in capabilities that help businesses measure and report on the impact of coaching on culture and employee behaviors will be vital. This is not only to justify investment in the ScultureAI solution but also to engage the C-suite and other stakeholders in the progress businesses are making to advance their cultural aspirations.

Appendix

On the Radar

On the Radar is a series of research notes about vendors bringing innovative ideas, products, or business models to their markets. On the Radar vendors bear watching for their potential impact on markets as their approach, recent developments, or strategy could prove disruptive and of interest to tech buyers and users.

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