

Rocket Software’s Breakthrough in Employee Development with Bundle



Founded:

1990

Headquarters:

Waltham, Massachusetts

Number of Employees:

3,200+

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The Company:

Founded in 1990, Rocket Software is a global software company specializing in solving complex IT challenges across infrastructure, data, and applications. Rocket helps companies modernize without disruption, meeting customers at any point on their digital transformation journey. Operating in 37 countries with 3,200+ employees (known as “Rocketeers”), Rocket continues to grow through acquisitions, including a recent addition of 750 new colleagues in 2024. With headquarters in Waltham, MA, and a remote-first workforce, Rocket emphasizes unique core values: empathy, humanity, trust, and love—values that guide both employee engagement and customer relations.

The Challenge:

Rocket Software faced several key challenges as it navigated rapid growth, onboarding newly acquired employees, and enhancing leadership development programs. Julie Law, Chief People Officer at Rocket, identified a need for scalable, customized learning solutions that could meet the needs of a geographically dispersed workforce.



“The leadership development experience lacked resources for frontline leaders and onboarding programs. It was necessary to reimagine the entire experience.”

- Julie Law, Chief People Officer

Employee Development Challenges Included:

<p>Employee Onboarding:</p> <p>New employees, including managers and frontline leaders, reported low engagement during their first year—what should have been a "honeymoon period."</p>	<p>Lack of Leadership Development:</p> <p>Existing leadership programs were limited to women in technology, leaving gaps in onboarding, manager, and soft skills development.</p>	<p>Scheduling Constraints:</p> <p>Cohort-based or in-person learning was difficult to manage across time zones, cultures, and roles, leading to low participation and engagement.</p>
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The Solution:

Rocket Software partnered with Bundle to provide tailored leadership development and onboarding programs for both legacy employees and newly acquired colleagues. Bundle’s 1:1 personalized learning approach fit perfectly with Rocket’s need for flexibility, scalability, and individualized training.

Customized Learning: Bundle curated content based on the needs of different cohorts—emerging leaders, existing managers, and high potential talent—ensuring relevance and engagement.

Flexible Scheduling: Participants self-scheduled their sessions to fit their unique work schedules, creating a seamless learning experience across time zones.

Alignment with Values: Bundle’s values mirrored Rocket’s, fostering a strong partnership that emphasized collaboration, empathy, and trust.



“Bundle was ideal for Rocket to build nuanced soft skills across a diverse and global employee base. Two-thirds of our company are technical software engineers and we have 5 generations working at Rocket with vastly different experience levels. The curated training and individual assessment process, where a trainer could meet individuals at their specific level, was a key factor in our decision to choose Bundle.”

- Julie Law, Chief People Officer

Program Overview	Curated Learning Path
<p>Employees Enrolled: 225</p> <p>Roles: New Managers, Existing Managers, High Potential Employees</p> <p>Implementation Plan: 3 Cohorts over a 1-year period</p> <p>Individual Program Length: 8 sessions / 4 months</p> <p>Program Objective: To strengthen the skills and capabilities of recently promoted or hired managers and identified top talent within the organization, ensuring readiness for upcoming promotions and enhancing overall leadership and individual contributor (IC) effectiveness.</p>	<ul style="list-style-type: none"> Effective Communication Building Strong Team Dynamics Managing Stress in the Workplace Problem Solving Resilience Leadership Coaching and Feedback Conflict Resolution Managing Change

The Results:

Increased Employee Engagement:

Rocket Software's engagement survey revealed significant improvements, particularly in career development. The legacy Rocket team showed notable progress in alignment with organizational goals, demonstrating the positive impact of Bundle's leadership program. Newly acquired employees were eager for the same development opportunities, highlighting the importance of continued investment in leadership support.

High Participation and Feedback

Participation in the Bundle program was exceptional. Employees appreciated the flexibility to self-schedule sessions at their convenience, leading to higher engagement. Even initially skeptical leaders found great value in the program.

Strong Alignment and Sustainable Impact

Bundle's values aligned with Rocket's core principles, fostering a strong partnership. This alignment, combined with the tailored content and personalized learning experiences, empowered employees with practical tools to improve engagement and leadership across the organization.



"Our engagement scores clearly reflect the positive impact Bundle has made on our organization. We've achieved very strong retention, and our Rocketeers are more engaged now than they were last year. I would highly recommend Bundle to any organization looking to enhance their development of soft skills across their organization."

- Julie Law, Chief People Officer

Session Ratings on a 5-Star Scale:



The Future:

Rocket believes that the future of learning lies in customization and flexibility, and Bundle's immersive virtual training aligns perfectly with this vision. With business evolving rapidly, Rocket intends to leverage Bundle to continue building leadership capabilities across its growing workforce.