

Female Leaders Take Off at Rocket Software

Together [Rocket Software](#) and [reachHIRE](#) support women's equity with tools and resources to build careers and increase retention. Collaborative efforts translated to many Rocketeers receiving stretch assignments and/or promotions as a result of reachHIRE's Leadership Development program experience, [Aurora](#).

At Rocket Software, people are just as important as the business. Since its founding 30 years ago, [Rocket Software](#) has sought to build a new kind of software company, one defined by the core values of empathy, humanity, trust, and love. The company's ongoing Rocket Inclusion, Diversity, and Equity (RIDE) initiative is putting the focus on creating a workplace where diversity is celebrated and respected and each employee can expect to be treated fairly.

For women working in the male-dominated technology sector, making connections and moving up the ladder can be challenging, limiting their opportunities for advancement and causing companies to disengage valuable talent pools. As part of [RIDE](#), Rocket Software partnered with reachHIRE to deploy the Aurora platform to engage, energize, and retain high-performing female professionals across the company.

"For Rocket Software to succeed and better serve customers, we need to invest in our greatest asset – our employees," says Julie Law, Chief People Officer "This means encouraging every Rocketeer to show up as their whole self and amplifying diverse voices across the organization to reflect our core values."

These efforts were put to the test during the COVID-19 pandemic, when families, and especially mothers, were forced to juggle work, childcare, and virtual learning. Millions of working women have left the workforce since the pandemic. According to the recent Women in the Workplace report released by McKinsey & Company and Lean In (2022), 29% of women have thought about reducing their hours, taking a less demanding job, or leaving the workforce altogether.

"We take this exodus of women very seriously, as we know we are a better company when we have diverse teams solving our customers' complex problems."

– JULIE LAW, CHIEF PEOPLE OFFICER, ROCKET SOFTWARE

Making Women Part of the Next Generation of Leaders

Rocket Software is now in its third year of partnering with reachHIRE to foster peer connections, build leadership skills, and help their female employees thrive and rise on

their career journeys. Employees get action-oriented support and coaching from executive Aurora Guides, helping Rocket Software increase engagement, belonging, and retention. With tools and resources such as the Ask the Community forum, Aurora SYNC, over 1000 Real Leaders, Real Stories videos, weekly guided meditations, and access to Guides who serve as mentors and coaches, Aurora creates a safe space where participants can learn together with a team of supportive peers and seasoned executives.

“We see the strength Aurora adds to our continuous practice of innovation and have seen how it elevates our culture of high performance and psychological safety,” says Julie Law, Chief People Officer. “When employees feel safe to show up fully confident in their abilities, they can produce legendary outcomes – from the smallest moments of collaboration to large-scale projects. Aurora is helping build the next generation of women leaders at Rocket Software.”



Belonging Matters

[Sharra Owens-Schwartz, Rocket Software's Vice President of Inclusion, Diversity and Equity](#) has seen the importance of fostering

an environment of belonging for women in STEM. “For women in tech, sometimes the journey can be lonely,” she says. “If you know that they have created an environment of belonging where you are able to bring your whole self to work, you know that they are setting you up for success.” Aurora helps build these connections among women, allowing them to share experiences and learning.

‘A Better Version of Themselves’

Participating in the Aurora program offered tremendous growth to the women involved and Julie Law noted the confidence, resilience, empathy, creativity and perseverance they gained as a result. “Many of the women spoke about how Aurora represented an investment in themselves that they will carry into the future and pay forward to their team members and organization as a whole. Aurora helped them to be a better version of themselves and bring the best out in others.”

“My employee has grown in her leadership and is looking for ways to expand her role and her influence,” says, hiring manager at Rocket Software. “She’s dealt with employee situations with confidence and care. She has taken on new roles and exemplifies the values of Rocket Software.”

“This is more than simply a mission statement. It is an ethos we live by and act on. Our Aurora graduates are representative of that commitment, and we are so proud of their achievements!”

– JULIE LAW, CHIEF PEOPLE OFFICER, ROCKET SOFTWARE

More Than a Mission Statement

Rocket Software continues to expand its RIDE initiative to provide more education, resources, and support to Rocket Software employees, customers, and the community as a whole. The company is committed to creating a culture where everyone feels like they belong and can contribute their unique perspectives and skill sets to something bigger.

Key Results

- Creates a safe, supportive space for women to share personal stories, challenges, and wins
- Supports development of a more diverse workforce — a key Rocket Software goal
- Elevates Rocket Software's culture of high performance and helps women grow professionally
- Prepares women for roles as mentors to the next generation of Rocket Software employees

About Rocket Software

Rocket Software partners with the largest enterprises, in all industries, to solve their most complex IT challenges, across infrastructure, data, and applications — with solutions that simplify, not disrupt their modernization journey. Trusted by over 10,000 customers, Rocket Software helps enterprises modernize in place with a hybrid cloud strategy, so they don't need to re-platform or build from the ground up.

About reachIRE

reachIRE empowers companies to diversify and develop their workforces. We are devoted to uncovering the potential of your talent pool through our Return-to-Work and Leadership Development programs. Visit [reachIRE.com](https://www.reachire.com) to learn more about us and how we can support your DEI&B goals.