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Case Study: Rocketversity LMS

Suitmedia | February 2023 to August 2024 | Team of 4 (Program Lead, Secretary, Developer, Business Analyst)
| Status: system still running

PROBLEM

Onboarding and training material at Suitmedia was scattered across departments, with no central roadmap and no way to catch duplicate content.

ROLE

Assigned to build the training roadmap from scratch and lead the content structuring effort for the internal LMS. Led a 4 person team: a secretary, a developer, and a business analyst, alongside himself as program lead.

WHAT WAS BUILT

- Audited existing onboarding material across all departments
- Broke content into smaller, manageable pieces
- Built non overlapping courses with the team, using existing content plus new material where gaps existed
- Circulated the course list to responsible managers for review and approval, resolving overlaps through follow up meetings until a definitive list was reached
- Loaded the finalized courses into Rocketversity
- Assigned trainers by department, drawn from the teams that owned the content

The roadmap itself was designed as a three year plan: gather content, build the definitive course list, load into Rocketversity, run internal onboarding, then use the same content as the base for paid external training.

RESULT

- Within 1.5 years in the role: 80 courses built and live
- Around 100 employees onboarded through the new structure
- Onboarding time cut by 30%
- Left the role before the paid external training stage launched; that phase of the roadmap remains unbuilt
- Rocketversity is still running at Suitmedia today