

# Industry Advantage **TALKING POINTS**



Use the following talking points to promote and explain the value of Industry Advantage to different audiences in your organization.



AUDIENCE: **DEPARTMENT MANAGER/BUSINESS LEAD**

OPPORTUNITY	IA VALUE	TALKING POINTS
Team needing cross training	Learning paths with short courses to aid in cross training	INDUSTRY ADVANTAGE learning paths provide topical direction to simplify cross training
Team asking for professional development but limited budget	Affordable licenses with virtually unlimited learning potential	Satisfy your team's need for technical knowledge with unlimited use at an affordable per-person price
Need to develop team business acumen to help with confidence	Education builds confidence and reduces errors	Increase team members' overall confidence, communication, and production by increasing their business acumen
Team is overloaded and has little time for development	Studies show that professional development improves productivity	Learning helps with mental health, and improves overall productivity, engagement, and retention
Struggling with employee engagement and retention	Employees value development and flexibility	With INDUSTRY ADVANTAGE, your associates have virtually unlimited learning potential and can learn at their own pace
Need to onboard new employees	Individual courses and learning paths available for onboarding needs	Shift some responsibility of onboarding your new employees. INDUSTRY ADVANTAGE has hundreds of courses that introduce new hires to the ins and outs of the industry and learning paths to focus on specific products and operational knowledge



*Navigate With Confidence*



AUDIENCE: **DIVISION OR LOB HEAD/C-SUITE**

OPPORTUNITY	IA VALUE	TALKING POINTS
Pressured to increase profits	Companies that invest in professional development are more profitable	Productive teams lead to profitable teams. Studies show that companies that invest in L&D are more productive and profitable
Their success is determined by their succession plan and overall team success	Industry learning breaks down silo walls and helps identify future leaders	With hundreds of INDUSTRY ADVANTAGE topics and multiple learning paths, it's easy to grow a team of professionals who are not only experts at what they do and which products they support, but they can also break down silo walls and become great leaders with a holistic understanding of our industry
Focused on employee engagement and retention, but it's hard to stay on top of relevant offerings	Studies show that development helps with retention and engagement	Employees who feel invested in and have opportunities to move around are more likely to make a career at our company
Employees are actively seeking other jobs or are open to leaving	Low price point per person	INDUSTRY ADVANTAGE can build industry acumen in three lines of business (Life, Annuity, Workplace Benefits)
Need for employees to be more flexible and mobile within the organization		
Limited budget for training		





AUDIENCE: **SENIOR L&D OR HR LEADER**

OPPORTUNITY	IA VALUE	TALKING POINTS
Corporate-wide focus on employee development	Affordable licenses with unlimited learning potential	Self-service model that allows enterprise-wide adoption while still allowing learners and functional leaders to select courses/learning paths that align with functional area objectives
Focused on employee engagement and retention, but it's hard to stay on top of relevant offerings	Individual courses and learning paths to help with industry onboarding	Need to know, foundational learning built into learning paths for those new to the industry
Limited budget	Studies show that development helps with retention and engagement	Subject and business area specific content to make onboarding industry professionals easier
Limited resources to develop and maintain industry-specific training	LOMA and LIMRA has been a source of trusted industry specific content for 100 years	INDUSTRY ADVANTAGE allows us to outsource general purpose industry-specific education to LOMA and LIMRA, so our L&D staff can focus on training that is unique to our company
Need to onboard new employees	Relieves burden of creating and maintaining general purpose industry training	By using INDUSTRY ADVANTAGE, we give our professionals unlimited learning potential, at their own pace, and then transfer the work of keeping the offerings relevant and beneficial
Need to offer training in multiple business lines	Content in Life, Annuity, Workplace Benefits topics in one library	Associates can access meaningful industry training regardless of their functional areas
Time consuming to administer training	Simple administration with no individual course enrollments	With INDUSTRY ADVANTAGE, all learners have full access to the entire library of courses
Integrating third-party content into company LMS or LXP can be challenging	Courses present as if they are in the company LMS	Because INDUSTRY ADVANTAGE courses effectively live in our LMS, students consume them there, and we can combine INDUSTRY ADVANTAGE courses with other LMS content to create unique learning experiences. We can also utilize our LMS' reporting capabilities for these courses
Difficult to find high-quality industry-specific foundational content		



AUDIENCE: **LEARNER**

OPPORTUNITY	IA VALUE	TALKING POINTS
Limited time for learning	Short learning bursts on specific topics without time limits to complete material	With INDUSTRY ADVANTAGE, our company has made an investment in your professional development
Courses are long	Learning in a wide variety of industry specific topics	INDUSTRY ADVANTAGE can improve proficiency in your current role or help you explore other areas of our business
Works in one business line and wants to learn about others for possible career move	Learning helps build confidence and makes you a high value, promotable professional	Use INDUSTRY ADVANTAGE courses for precision strikes of learning at a moment of need, or for planned deeper learning
Has great skills but has limited knowledge of the business or industry	Pick from hundreds of courses on important topics across the industry	INDUSTRY ADVANTAGE is a convenient way to complete assigned or voluntary professional development
Not staying current on industry trends	Short learning bursts on specific topics without time limits to complete material	You can explore other business lines (Life, Annuity, Workplace Benefits) in one content library
Wants to be promoted	Learning in a wide variety of industry specific topics	Freedom to dabble in different topics without pressure to complete as in an individually purchased enrollment
Wants to reach full potential and feel valued	Learning helps build confidence and makes you a high value, promotable professional	Keep up to date with where the industry is heading through INDUSTRY ADVANTAGE's Trending Topics
Pressured to meet annual development goals	Pick from hundreds of courses on important topics across the industry	



## AUDIENCE: **FUNCTIONAL LEADER**

OPPORTUNITY	IA VALUE	TALKING POINTS
Staff attrition	Professional development helps with productivity while increasing job satisfaction and retention	Productive teams lead to profitable teams. Studies show that companies who invest in L&D are more productive and profitable, and that employee retention is higher



## AUDIENCE: **LEGAL**

OPPORTUNITY	IA VALUE	TALKING POINTS
Complicated contracts	One streamlined purchase agreement that covers all learners under one subscription	INDUSTRY ADVANTAGE has a streamlined purchase agreement that covers all learners under one subscription
Wants guarantee about PII	Very limited data sharing	Only data being passed to content delivery technology is each learner's name and LMS ID



## AUDIENCE: **PROCUREMENT**

OPPORTUNITY	IA VALUE	TALKING POINTS
Wants value for service being provided	One-time contracting process allows for unlimited access to content	INDUSTRY ADVANTAGE has a streamlined purchase agreement that covers all learners under one subscription
Wants a simple contract	Simple renewal process	INDUSTRY ADVANTAGE contract renewal is simple – just choose the number of seats needed



AUDIENCE: **IT**

OPPORTUNITY	IA VALUE	TALKING POINTS
Wants implementation to be quick and easy	Access to INDUSTRY ADVANTAGE courses through company's own LMS without direct integration with a third-party LMS	Easy lift to get up and running with INDUSTRY ADVANTAGE
Needs a dependable team to call on with questions and issues	Access to INDUSTRY ADVANTAGE courses through company's own LMS without direct integration with a third-party LMS	All connections to INDUSTRY ADVANTAGE happen inside our LMS and handled by our LMS administrator
Has data security concerns	Access to INDUSTRY ADVANTAGE courses through company's own LMS without direct integration with a third-party LMS	Only potential IT involvement is to whitelist URL of content host site Only data being passed to content delivery technology is each learner's name and LMS ID



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