



Industry Advantage

Email to Manager of Industry Advantage Learners

Subject Line:

We are excited to announce a new professional development opportunity for you and your team members!

_____ has subscribed to **Industry Advantage**, a groundbreaking industry education offering from LIMRA and LOMA. Industry Advantage offers a robust library of short e-learning courses that cover industry-specific foundational content and trending topics. Learners can complete bite-sized learning for just-in-time needs, or they can follow defined learning paths for more in-depth learning experiences.

What's inside Industry Advantage?

Easily accessible through _____ LMS, the ever-expanding Industry Advantage library currently consists of nearly 200 courses in life insurance, annuities, and workplace benefits. The average course length is 15–20 minutes. Courses fall into three broad categories:

- **Foundational** — Topics key to onboarding and early career development
- **Deeper Dives** — A closer look at core topics
- **Trending** — Emerging industry topics

There are also about a dozen predefined learning paths (for example: *Life Insurance Fundamentals* and *Annuity Products*). You can explore all courses and learning paths in the Industry Advantage [course catalog](#).

As a leader, you can also use Industry Advantage courses to define custom learning paths for your teams. Contact _____ for more information on learning paths or if you want to assign certain courses to individual associates.

Access to Industry Advantage courses is self-serve, and progress through each course is self-paced. This ensures that your team members have the tools they need when they need them to enhance their industry knowledge, prepare for future roles, and improve overall effectiveness.

Who can use Industry Advantage?

Industry Advantage is an annual subscription service — no hassle of enrolling in individual courses or paying per-course charges. _____ has a specified number of seats to allocate to specific associates. These team members will have unlimited access to the full course library for the duration of the subscription.

Research shows that providing professional development opportunities to employees increases engagement and productivity. Industry Advantage is an effective way to provide your team with quick hits of knowledge and information that seamlessly fit into their schedules.

Thanks in advance for supporting your team's professional development by encouraging their use of Industry Advantage.



Navigate With Confidence