



Industry Advantage

Email to Senior Leaders

Subject line:

We are excited to announce a new professional development offering from LIMRA and LOMA.

_____ has recently purchased a subscription to **Industry Advantage**, a groundbreaking industry education offering from LOMA and LIMRA. Industry Advantage is intended for broad use across the enterprise and 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** — For 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*). We can also use Industry Advantage courses to define custom learning paths for our teams.

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

Thank you for supporting professional development at _____ .



Navigate With Confidence