



Subscriber Newsletter: Q4 2024

Enhanced Courses for Your Learners Are Here!

We've enhanced five of our most popular courses to make learning even more engaging and effective.

What's New:

- **Dynamic Visuals:** Videos, charts, and infographics to simplify complex concepts and make learning stick.
- **Practical Case Studies:** Real-world scenarios learners can relate to and apply to their day-to-day activities.
- **Focused Content:** Bite-sized text for impactful learning moments.

No action needed - learners will see the updates automatically. Explore [enhanced courses](#) here.

Discover Your Learning Path - A Clear Roadmap to Success

Whether you're onboarding new hires, cross-training employees, or helping your team achieve career goals, our **Learning Paths** make it easy to build skills and confidence. Choose from curated paths in **Annuities, Life Insurance, Workplace Benefits, AI, and Financial Literacy & Wellness**. Each path is designed to guide learners toward skill mastery in their area of focus.

Start using [Learning Paths](#) today to streamline training, boost engagement, and empower your team to excel.

We Need Your Voice!

Your feedback is essential to shaping the future of our program. **Look out for our upcoming L&D survey on January 14, 2025** — a quick, simple way to share your thoughts. By participating, you'll help us ensure our program is meeting your needs and exceeding expectations.

Make Professional Development Communication a Breeze

Looking to reconnect and re-engage your team? Our customizable email templates are the perfect way to refresh interest in your training program — designed to inspire learners, managers, and leaders alike!

They're easy to use and a great way to:

- ✓ Promote learning opportunities.
- ✓ Encourage employee engagement.
- ✓ Reinforce your company's investment in growth.

The tools are in your hands. [Find these templates here.](#)

Tips to Boost Training Success

Looking for ways to maximize the impact of your training program? Here's an idea that delivered amazing results for one of our subscribers:

One of our subscribers achieved a remarkable result by assigning the course [AI Basics](#) as a required course for all learners. The result? **Their seat activations skyrocketed from 17% to 97% in just one month!**

Why it Worked

- A clear starting point encouraged all learners to engage.
- Requiring a foundational course created a shared baseline of knowledge across the team.

Your Action Tip

Consider assigning a foundational course to all employees or requiring each learner to complete at least one course. It's a simple step that can significantly boost participation and help your team hit their learning goals.

2024 Year in Review

- 36,394 courses completed
- 92% course completion rate
- 7,119 seat subscriptions
- 83% of courses have 4 or 5-star ratings

"A great solution for our onboarding."

"An outstanding learning experience. As someone relatively new to industry, these courses were extremely helpful."

"For employees who are coming from our pre-need division and moving over into the annuity space, LOMA has been a lifesaver."

"Project teams are using Industry-Advantage courses to familiarize themselves with technical terms and jargon."

We're Here to Help!

Visit www.loma.org/industryadvantage or contact IndustryAdvantageSupport@loma.org.