



## Senior Leader Engagement Template

Utilize this email template to promote Industry Advantage courses internally. Feel free to customize it with your details, specific links, or instructions.

### Subject: Empower your team with Industry Advantage

Our teams are capable of extraordinary things — if we give them the tools. Now that **Industry Advantage** is live, it's time to ensure your teams are getting the most from this powerful learning resource.

**Industry Advantage** is more than just training — it's an opportunity to unlock the full potential of your workforce.

In our fast-moving industry, the competitive edge comes from **empowered employees** who are constantly learning, evolving, and growing. With 90% of organizations recognizing learning opportunities as the top retention strategy, top performers stay when they see a clear path to progress, and “progress towards career goals” is the #1 motivation for employees to learn.<sup>1</sup>

“Companies often utilize a variety of engagement strategies to retain top talent, including recognizing employees, sharing goals and strategies, and supporting training and development needs.”<sup>2</sup>

“75% of executives report ‘promoting employee engagement and connections’ as a top focus in evolving the future of work.”<sup>3</sup>

Here's how you can continue driving this forward:

- **Encourage participation:** encourage your team members to consistently invest a few minutes each week in their growth.
- **Highlight success:** celebrate and recognize individuals who are investing in their growth.
- **Lead by example:** show your team that continuous learning is a priority for our organization's success.

The future belongs to those who are prepared. Let's make sure our teams are equipped to lead the way. For any additional tools or support, reach out [\[your company's Industry Advantage contact\]](#).

<sup>1</sup>Workplace Learning Report, LinkedIn, 2024

<sup>2</sup>12 Ways Leaders Can Improve Employee Engagement, The Washington Post, 2022

<sup>3</sup>What's on the Minds of Life Insurance Executives, LIMRA and BCG, 2023



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