

LIMRA Talent Solutions International

Digital Learning Academy

LIMRA's Digital Learning Academy offers today's solutions for today's learners through the Blended Learning strategy (aka Blend 2.0*):

- *Classroom training+
- *Mobile learning module+
- *Social learning module
- Mobile learning app
- Flipped classroom
- Bite-sized content
- Just-in-time delivery
- Experiential learning
- Behavior change empowerment

The academy uses a micro-learning approach, which includes two-to-five-minute learning modules. Learning modules are designed around various formats including narration, demonstration, and role-play, or a combination of these.

The company also has an option of purchasing the course(s) outright.

The courses cover the following topics but are not limited to:

- Sales — basic, intermediate, and advanced topics
- Sales management — basic, intermediate, and advanced topics
- Fundamentals of Life Insurance
- Contemporary topics such as social selling, social recruitment, social media, modern selling, financial concepts, and more

LIMRA's Digital Learning Academy uses innovative education methods including mobile digital learning and blended learning to create access and opportunity for all LIMRA members worldwide.

The academy supplies fully curated digital content for member companies' learning management systems and — importantly — meets the 21st-century learner's expectations.

Participants who complete LIMRA's Digital Learning Academy Courses are able to:

- Internalize the fundamentals of life insurance
- Achieve a fast start in an insurance sales and marketing career
- Acquire both basic and advanced sales knowledge and skills
- Learn the essentials of agency planning, recruiting, selection, training, development, and performance management techniques
- Build required new skills in social selling, social recruitment, social media, 21st-century selling techniques, financial concepts, and more

Target Audience:

The academy offers learning and development solutions covering the following distribution channels and audiences. New courses are being continuously developed.

Channel	Target Audiences	Level
Agency	Staff	New
Bancassurance	Bank staff	Experienced
Broker	Sales representatives	Veteran
IFA	Sales managers	

Delivery Option:

Blended Learning — a combination of classroom training, mobile learning, and social learning module

Mobile Digital Learning — a micro-learning module delivered through LIMRA's learning management system (LMS) or integrated delivery platform (students register/enroll through the company LMS, but are redirected to LIMRA's LMS)

LIMRA's Digital Learning Academy offers today's solutions for today's learners through the Blended Learning strategy.

For more information visit <http://www.limra.com/aiam> or contact





New Agent Onboarding (12 Modules)

A program developed to help newly contracted agents transition into a sale and marketing role with the “mindset-shift” needed to succeed as new agents, to give them full confidence in facing and addressing the highs and lows of selling, and to increase early sales success.



The Principles of Life Insurance and Typical Products (24 Modules)

A demonstration presenting the basic concepts of life insurance including the generic life insurance products, the role of riders and typical riders sold, and insurance company considerations.



Essentials of Agency Management (48 Modules)

A sales management development program constructed on proven best practices that covers the essentials of recruiting, selection, training, and performance management.



Essential Sales Skills (60 Modules)

A curriculum designed to provide an overview of the essential skills necessary to be a successful financial advisor. Many of the modules include a skill demonstration or role-play between an advisor and prospective client.

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