

# Industry Advantage



## Subscriber Newsletter: Q4 2025

### READY TO MAKE LEARNING YOUR COMPETITIVE ADVANTAGE IN 2026?

The companies that dominate in financial services aren't waiting for change — they're creating it. Microlearning isn't a trend; it's a proven solution that accelerates onboarding, builds confidence, and drives organizational performance.

#### Faster Onboarding & Smoother Transitions

New hires and role changers ramp up quickly with targeted, bite-sized learning that fits into their workflow.

One leading U.S. retirement and life insurer transformed an 8-week, slide-driven onboarding program into a **6-week active-learning experience** powered by Industry Advantage courses. Their target: proficiency within 90 days — down from an average of six months — because when learning is active, performance follows.

#### Confidence & Competence Through Industry-Relevant Training

Confidence isn't given — it's built. Zinnia proved operational excellence is a system, not a slogan. By deploying Industry Advantage in its Life and Annuity lines of business, Zinnia kept teams sharp on AI and critical industry topics.

Impact at a glance: Comprehensive content, a user-friendly interface, outstanding employee feedback — Industry Advantage is now recognized as an essential resource for driving organizational growth and development.

#### Scalable Learning That Impacts the Organization

Microlearning adapts to your workforce size and goals, delivering consistent training that improves performance and retention across the board.

Symetra made learning seamless by embedding Industry Advantage into its enterprise platform, completing more than 1,000 courses, accessing 95% of the library, and averaging 5+ courses per learner — keeping teams ahead of trends like AI.

### BLUEPRINT to WIN in 2026

#### Embed Learning in Annual Development Goals

Tie specific modules to professional development plans and performance evaluations. Assign specific courses to learners based on role, career path, or business priorities. When learning is part of their plans, success becomes inevitable. We've built Learning Paths for: Annuities, Life Insurance, and Workplace Benefits.

And for even deeper impact, explore our Recommended Industry Advantage Paths tailored for **Functional Areas** like:

- Claims
- Customer Service
- Underwriting
- ...and more!

#### Progress Through Challenge

Turn learning into a challenge! Launch learning, reward progress, and make growth exciting.

#### Protect Time for Learning

Schedule learning hours throughout the year. Just one hour a month can sharpen skills and transform knowledge into confidence and confidence into performance — no excuses, no distractions.

#### Empower Leaders to Champion a Learning Culture

Leaders set the tone. When they learn, they inspire. When they share, they influence. Be the spark that ignites growth.

#### Book a "Break and Educate" session TODAY with your LOMA Member Solutions representative

Don't wait for opportunity — CREATE it. Give your team the WHY and the HOW to start strong.

#### DECIDE. COMMIT. ACT. START NOW AND POSITION YOUR TEAM FOR SUCCESS IN 2026

#### We're Here to Help!

Visit [www.loma.org/industryadvantage](http://www.loma.org/industryadvantage) or contact [IndustryAdvantageSupport@loma.org](mailto:IndustryAdvantageSupport@loma.org).