



Email Template to Managers

Communicate the value of Industry Advantage to managers across your organization with this email template.

Subject Line:

Dear Managers:

We are introducing Industry Advantage as part of our (member company name) learning and development program. This exciting new program will launch on (insert launch date here).

Industry Advantage offers over 200 e-learning courses that fit into your daily schedules. The courses are bite sized (15-20 mins each) and self-paced. With foundational, deeper dives, and trending topics you can benefit from learning whether you're new to the industry or a tenured employee.

You can choose relevant courses:

Line of Business

- Life Insurance
- Annuities
- Workplace Benefits

Job Function:

- Claims
- Operations
- Product
- Underwriting
- Marketing & Sales

We're asking you to take 3 steps:

1. Send this email to your team members before the Industry Advantage launch date
2. Use the attached slide in an upcoming team meeting to highlight the value of the program and remind team members that it's available
3. Ask your team members to take 1 course every week — it's only a few mins of their time

Additional tools and resources can be found in the [Industry Advantage Toolkit](#). Please reach out to (member company contact name and contact information) with questions.