



Email Template to Senior Leaders

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

Dear Senior Leaders:

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).

Our industry is highly complex — employees are more effective when they have a solid understanding of the space in which we operate. And we know that:

- 90% of organizations believe providing learning opportunities is the #1 retention strategy.¹
- “Progress towards career goals” is the #1 motivation for employees to learn.¹

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

You and your team members 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 people leaders before your Industry Advantage launch date
2. Use the attached slide in an upcoming division meeting to highlight the value of the program and remind team members that it’s available
3. Ask people leaders to ensure that team members 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) with questions.

¹Workplace Learning Report, LinkedIn, 2024