

Email template to send to L&D Leadership

Primerli Pilot: Your Invitation

Hi [Name],

We're piloting a new cutting-edge learning resource - **video-based, Industry Learning Primers by Primerli**.

These engaging, self-paced primers are used by many of the leading tech & consulting firms. They equip learners with essential industry knowledge in just under an hour, making them industry-ready, credible and confident consultants.

Here's a quick glimpse (3 minutes) of Primerli's engaging style:

 [Telecom Industry Overview - Major Industry Trends](#)

To understand the impact of Primerli on learning outcomes, we're conducting a pilot with a select group. We'd love to have your expertise in evaluating this resource.

Your contribution is simple:

- Visit our Primerli pilot microsite: <https://www.primerli.com/pilot-page/msft2203202>
- Choose an industry primer relevant to your area of focus.
- Create an account and complete the chosen primer (approx. 45 minutes).
- Share your insights through a short survey at the end.

Feel free to explore additional primers if you have the time.

We're eager to see how you feel these primers could integrate with our existing learning programs. The primers would live in our LMS and we would build them into various learning pathways.

Thank you for help on this!

Yours,