Why Training is Important Email Template

**Subject:** What’s the point of employee training anyway?

**Header:** Training: Why it matters and the cost of ignoring it

**Body:** Training plays a significant part in today’s business landscape. Not only does training provide opportunities to learn new skills and grow professionally, but there are also federal and state requirements that mandate specific training for employees across all industries.

**The cost of neglecting training**

Did you know that organizations lose an average of $4 million in revenue due to a single non-compliance event ([GlobalScape](https://www.globalscape.com/resources/whitepapers/data-protection-regulations-study))? With staggering numbers like this, it is clear to see the cost of neglecting proper training and compliance within your organization.

We understand that implementing a successful training program is no small task. That is why we have partnered with TrainingToday® by BLR® to provide you with the industry’s best training solutions available.

**What is TrainingToday?**

TrainingToday provides online education programs for employees and supervisors. It offers an extensive course library on hundreds of workplace topics, engaging and interactive presentations, and valuable training tools. It is also mobile friendly, so you can train anywhere, anytime.

**Save time and money while preventing risk**

In today’s world, you should not have to research compliance and regulations manually, but the majority still do. “76% of compliance managers say they manually scan regulatory websites to track changes and assess the impact on their organization” ([MetricStream](https://www.metricstream.com/insights/state-of-compliance-survey-report-2021.htm)). In addition to keeping you up to date with regulatory requirements and compliance standards, TrainingToday delivers:

* **Powerful Admin Tools** - A feature-rich LMS provides admins with supercharged tools to manage training workflows.
* **Reporting & Analytics -** Gain valuable insights on learner progress, training engagement, and key program metrics.
* **Engaging Learner Experience -** Intuitive and engaging learning delivered in the way that best meets your learners’ needs.
* **Actionable Content -** 750+ eLearning courses to choose from filled with engaging, informative, and timely content.
* **In-House Expertise -** Our course content is created by in-house subject-matter experts who know their industries like the back of their hands.

Confidently build and manage your training and compliance program with TrainingToday.

**CTA:** To learn more about TrainingToday and how it can help satisfy all your training needs, please visit us at <Your URL Here> or call us at ###-###-####.