



Customer story



Industry

Finance

Use case

Employee onboarding, Employee upskilling, Compliance training

Solution

[Absorb LMS](#)

[Absorb Amplify Max](#)

[Absorb Engage](#)

Challenge

- Support new company focus, brand and culture.
- Merger of employees with different experiences.
- Unify and reinforce company core values.

Solution

- Absorb Amplify Max for flexible and extensive course options.
- Billboards to reinforce core values and link to resources.
- Feedback loop and continuous course improvement.

Results

- Doubled course attendees in only 2 months.
- Improved employee collaboration.
- Extensive options for upskilling and leadership training.



Summary

When Finance of America decided to focus its business on retirement and reverse mortgages, its culture needed to mirror that change. The company had just acquired another reverse mortgage company, so it was vital to share and reinforce this culture and the company's core values across the organization. The Absorb LMS customer turned to Amplify Max to curate the perfect content to spread its core values and used Engage features to promote those values and career development options for employees.

Megan Murray
Manager of Organizational Development

“ When we reviewed Amplify Max, we found it to be just what we needed. There was flexible content for every learner. Its content was extremely professional, and it had a variety of types of content to support different learning methods.



Reverse mortgage leader turns to Absorb to ensure its culture and core values are learned and embraced

[Finance of America](#) is an industry-leading mortgage lender with a mission to help people enjoy retirement living to the fullest.

Founded in 2013 and then operating in various financial services, the company has honed its focus on retirement solutions, specifically reverse mortgage products. And, with the recent acquisition of certain assets of American Advisors Group, it has brought leading retail and wholesale platforms under one roof, strengthening its market leadership.

From 2018 to 2023, the company has funded more than 17 billion reverse mortgages.

Trust is key for the company, and its commitment to leadership and trustworthiness has earned it positive recognition from several top organizations, including Bankrate, Consumer Affairs, and the Better Business Bureau (from which it received an A+ rating).

A new brand and culture

Before refocusing in 2024, the company was known as Finance of America Companies. It consisted of several companies operating independently, each with its own executives, training and development departments, and cultures.

With the company's refocus on the reverse mortgage sector, it recognized it needed a new, unified culture. It was crucial to get the company's new culture, built on its five core values, right and into the minds of employees.

“Just like learning a new language, we didn't want learning core values to be words on the wall,” says Megan Murray, Manager of Organizational Development at Finance of America. “We wanted people to embrace it. We wanted people to feel the new culture, the new core values, and really understand what they did on a daily basis and how it contributed to the core values of the company.”





A new brand and culture cont..

Murray is the manager of Organizational Development with a focus on leadership and professional development alongside eLearning specialist Lauren Joyce.

“When you're learning a new language, you start with the ABCs, you do pronunciations, and you learn words, and then eventually the sentences,” she continues. “Then you're somewhat of an expert at that language, but then you must use it all the time or you forget.”

For this reason, it was crucial that the company's culture and core values be talked about and shared frequently. They had to become “the company language.”

Reinforcing **core values**

To build consistent communication around its new culture, the company developed the Core Value Series, a monthly series of training content delving into the specifics of each of its core values.

“Every month, starting in August, we would take one of those core values, and we would talk about it. We would talk about, ‘What does it look like? What does it sound like? What does it feel like?’” Murray says.

Already familiar with Absorb, having been an Absorb LMS customer for four years, the company turned to **Absorb’s Amplify Max to aid in the creation of its new training series**. The company selected Amplify because its previous content library had received negative feedback around its relevance, number of animations, professionalism, and appropriateness for the workforce.

“When we reviewed Amplify Max, we found it to be just what we needed,” Murray says. “There was flexible content for every learner. There were some animations, but then there were some professional college-level courses.”

“We found that its content was extremely professional, and it had a **variety of types of content to support different learning methods**. You have self-paced learning where you take a half-hour course, you click through the screen, and you take a test of some sort. But you can also listen to books or TED Talks. We've received a lot of employee feedback that it's great.”

Content includes **online courses and instructor-led sessions** for employees and leadership.

Overcoming challenges with Amplify and Engage

With a team of only two, reviewing the thousands of courses available through Amplify Max was a significant challenge. Fortunately, Absorb was able to assist by **identifying and curating courses that were most relevant and appropriate for each of its values**, and that met specific needs such as employee time.

“We have a small team, so the involvement of Absorb has immensely eased our challenges,” says Joyce, who creates content for the company’s learning initiatives. She says the proactive approach provided by Absorb has simplified its process.

“It is far easier to review five targeted courses rather than sift through thousands, especially since our previous experience with other libraries often left us uncertain about the contents for viability.”



Offering the right courses to the right people wasn't Finance of America's only challenge: The company needed a way to encourage employees to **use the LMS for career development**. Previously, it had been used primarily for mandatory HR and compliance training.

To improve adoption for upskilling, the company redesigned the LMS dashboard to simplify it for easier navigation. The new design allowed Finance of America to highlight its leadership and skills development courses, as well as its new core values program.

To highlight its Core Values Series, the team created a new monthly billboard on the LMS landing page. **"We designed an image that best represented the core value and ensured it aligned with our company's branding. Using billboards helped us capture a large audience while promoting our linked training resources,"** Joyce says.

Each billboard links directly to the specific core value category containing all related resources and course content, **simplifying navigation and organization.**



Proving value through feedback

To ensure its new online courses provide maximum value, Finance of America is using the Course Rating feature in Absorb.

“This helps our employees assess the quality of online content, which provides valuable insight for professional development,” Joyce says. **“By recognizing and leveraging the importance of course ratings, we created a learning environment for our employees where their constructive feedback is valued, allowing us to strive for continuous improvement.”**

Murray analyzes weekly progress reports for online and ILS to identify trends, such as attendance levels. **Course participation doubled from September to November 2024.**

Murray notes it’s hard to quantify if the company’s goal of culture adoption is being achieved.

“I don't really know how we can measure that. What I can tell you is there's definitely a different feel in our company. **People are collaborating better. People are getting to know people better, and there's more respect across the company.**”

With multiple companies having merged, it’s refreshing for Murray to see such collaboration, and it qualitatively shows how well the program is working.

Now, armed with the power of Absorb LMS, Amplify Max, and Engage, Finance of America has its sights on growing its training opportunities in 2025 with more leadership training and employee upskilling courses.



Empowering learners to enrich their
lives, workplaces and communities.

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