WEBSITE SPLASH BANNER

Merlin5 Acquires Illustra
Unlock Growth with AI-powered Virtual Learning Capabilities

[find out more]

LINKEDIN POST

Merlin5 Acquires Illustra to Unlock Growth with AI-powered Learning Solutions
We're excited to announce that Merlin5 has acquired Illustra, combining our expertise in growth strategies with their AI-driven virtual learning platform. Together, we're bringing a powerful solution to help businesses accelerate growth and develop leadership.

With the addition of Illustra's AI-powered learning, we can help you turn strategic knowledge into real-world action.

Our combined approach gives your leaders the tools to drive success with speed, agility, and precision, unlocking new growth opportunities while ensuring sustained leadership development.

Discover how this merger can benefit your business [Link]

CLIENT EMAIL

Subject Line:
Unlock New Growth Potential with Our Latest Acquisition

Body:
Dear [name]

We're thrilled to announce that **Merlin5** has acquired **Illustra, a leader in AI-powered leadership training solutions**.

Illustra has been at the forefront of developing **innovative virtual learning platforms,** providing businesses with highly interactive, customisable training experiences that align with specific leadership and team development goals.

This merger allows us to provide you with a **more powerful and comprehensive set of tools** to help accelerate your business growth and leadership capabilities.

What this means for you With the addition of Illustra's **AI-powered virtual learning solutions**, your leadership teams will have access to **real-time, personalised training** designed to align directly with your **business's growth opportunities**. Our expanded suite of tools will help you turn strategic knowledge into action, giving your teams the agility and precision to unlock new opportunities while driving sustained business success.

What's new?

- **Tailored growth assessments** that identify and prioritise the key areas for your business to focus on.
- **Data-driven solutions** designed to help you act on your most promising opportunities
- Illustra's **Breakout platform**, seamlessly combines **leadership development** with **strategic insights**, ensuring sustainable success.

If you have any questions or would like to know more, I'd be delighted to explore the new possibilities available to you and how this merger can benefit your business

We look forward to continuing our partnership and helping you achieve even greater success.

Best regards,

LANDING PAGE

Header:
Unlock Growth with AI-Powered Leadership Solutions

[CTA Button: Get in Touch]

We're excited to announce that Merlin5 has acquired Illustra, a leader in AI-powered leadership training solutions. This partnership allows us to offer a more comprehensive approach, empowering businesses to accelerate growth while developing strong, future-ready leadership capabilities.

[CTA Button: Learn More About Our New Capabilities]

Accelerated Growth and Leadership in One Package

At **Merlin5**, we use our proprietary tools to help businesses uncover their greatest opportunities for sustainable growth. By using **Growth Assessor** and **The Cube,** we deliver data-driven insights that pinpoint key areas for strategic expansion and operational improvement, ensuring your business is on the path to long-term success

Now, with **Illustra's Breakout platform**, we're taking it a step further. **Breakout** is an **AI-powered**, **flexible training tool** that enables businesses to create **highly interactive, customised learning experiences**. This powerful combination means we can identify the opportunities for growth, but also prepare your leaders and teams to act on them—delivering sustained, meaningful impact.

[CTA Button: Discover How We Can Help You Grow]

Client Success with Merlin5 (can we perhaps embed a video to boost engagement?)

> "Thanks to Merlin5, we've trained 1,500 of our leaders and dramatically improved our training effectiveness. Their solutions scaled our training from a single session every three months to five sessions a week, tailored to our needs and rolled out across the UK."
> – Dan Adams, Deloitte Partner & Programme Sponsor

What's New? [Value Proposition Box]
Growth Assessor: A tool that identifies and prioritises the key areas for your business to focus on, accelerating your path to growth.
The Cube: A data-driven solution designed to guide your team in acting on the most promising opportunities.
Breakout: AI-powered training that delivers seamless leadership development and strategic insights, ensuring you're prepared to tackle growth head-on.

What This Means for You

For **Merlin5 clients**, this merger allows us to offer something new - customised, real-time leadership training aligned with your growth strategies.

> "This merger brings together two industry leaders with a shared vision for excellence and innovation. By combining our strengths, we are creating powerful, data-driven solutions that will enable our clients to execute winning strategies and achieve their full potential."
> - Steve Short, CEO of Merlin5 [link to email address]

Illustra clients will continue to benefit from the personalised, AI-powered training solutions they know and love. But now, we can offer **comprehensive business assessments** and **growth-focused tools** to maximise your business performance.

> "We are excited to join forces with Merlin5. Our combined expertise and innovative approach to virtual learning will push the boundaries of what's possible, delivering even greater value to our clients."
> - Alan Saunders, CEO of Illustra [link to email address]

Looking Ahead

We look forward to exploring new possibilities with you. Our goal is to support your growth with **tailored, practical solutions** that deliver **real results**.

If you have any questions, please get in touch. We'd love to discuss how this partnership can benefit your business.

[CTA Button: How can we help?]