



## PRESS RELEASE

# **LÍNEA DIRECTA WINS THE LINKED-IN TALENT AWARDS IN THE *LEARNING CHAMPION* CATEGORY FOR ITS SELF-STUDY PROJECT**

- **Línea Directa Aseguradora wins the 2022 edition of the LinkedIn *Talent Awards* in the Learning Champion category for the organisation's workforce training initiatives that stand out at the national level for their innovation and promotion of self-study.**
- **In recent years, the company has focused on self-study as a cornerstone for the professional development of the company's people through digital platforms. This has resulted in the company leading the way in the fostering of a self-study culture in Spain.**
- **Línea Directa Aseguradora has a learning ecosystem made up of several digital platforms that enable employees to manage their own training sessions. Individuals have training itineraries that allow them to develop the necessary skills to tackle the organisation's challenges.**
- **74% of Línea Directa Aseguradora employees who take the LinkedIn self-study programme use the Monthly Repeat Learners training itineraries every month. This is well above the average for companies of similar size (between 45% and 60%), which illustrates the effectiveness of building a self-study culture.**
- **Also with the aim of promoting a culture of self-learning, in 2022 the company created the "Learners" Awards, which aim to recognise those individuals who have completed the most training during the year.**

**Madrid, 10 March 2023 - [Línea Directa Aseguradora](#) wins the LinkedIn *Talent Awards* in the Learning Champion category for its self-study programme in the companies with 1,000 to 5,000 employees category for its workforce training initiatives that stand out at the national level for their innovation and promotion of self-study.**

With a view to providing the organisation with the necessary skills and know-how to achieve its strategic goals, the company has a **specific talent retention plan** that includes a wide range of measures designed to **unleash the potential of the organisation's talent**, as well as a steadfast commitment to **its employees' professional development**. For this purpose, Línea Directa has created a campaign to promote a culture of professional development called RE-EVOLUCIONA, which seeks to motivate employees to gain new professional development experiences, encourage self-study and facilitate internal mobility and promotion through a model that identifies talent within the organisation.

In recent years, the company has focused on self-study as a **cornerstone for the professional development of its people** through digital platforms. **This**

**has resulted in the company leading the way in the fostering of a self-study culture in Spain.** For the organisation, focusing on self-study so that each person is equipped with the necessary skills for new challenges is the way for the individual to learn and establish their own training roadmap, with the help of the company.

Línea Directa Aseguradora has a **learning ecosystem** made up of several digital platforms that allow employees to **self-manage their training sessions**. Individuals are provided with training itineraries that enable them to acquire and improve the skills required for digital transformation.

The award-winning self-study project involves **around 500 people from different areas who completed more than 8,300 hours of training in 2022**. In addition, **74% of the** Línea Directa Aseguradora employees who take the LinkedIn self-study programme **use the Monthly Repeat Learners learning itineraries every month**. This is much higher than the average for similar-sized companies (between 45% and 60%). This figures illustrates the effectiveness of building a **culture of self-study within the organisation**.

Also with the aim of promoting a culture of self-learning, in 2022 the company created **the in-house "Learners" Awards**, which aim to recognise those individuals who have completed the most training during the year.

According to **Mar Garre, Head of People, Communication and Sustainability**, "it is a source of great pride to be considered one of the companies with the most effective self-study culture in Spain by LinkedIn. When we started the new self-study project two years ago, we did so firmly convinced that the best way of rising to the challenges ahead was to make sure that we were always up to date. While this meant altering our ways of learning, the most important change was to make our employees the true drivers of their professional development. The ability to continuously learn is at the root of adaptation to change and is a fantastic skill to build the organisations of the future."

This initiative applies to the following **Sustainable Development Goals** (ODS):



### **About Línea Directa Aseguradora**

**Línea Directa Aseguradora** is the 5th largest insurer of cars in Spain, specialising in direct sales of insurance for cars, motorbikes, companies, the self-employed, and homes. Línea Directa is among the 100 Spanish companies with the best reputations, according to the MERCO Companies ranking. In 2017, it joined the health sector with a new brand built on digitisation and rewards for policyholders. For **more information**, please contact: Línea Directa Aseguradora - <https://www.lineadirectaaseguradora.com/>

**Santiago Velázquez**  
[santiago.velazquez@lineadirecta.es](mailto:santiago.velazquez@lineadirecta.es)  
Tel.: 682 196 953

**Leticia Poveda**

[leticia.poveda@lineadirecta.es](mailto:leticia.poveda@lineadirecta.es)

Tel.: 659 639 022

Follow us on:

