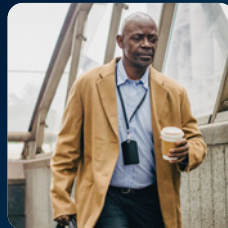




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CELEBRATING PROFESSIONALISM IN AFRICA

EDITION #101



ICEA LION

*'The roar of east Africa's lion:
Using learning to stay ahead'*

By **Karen Olege**

Head of Learning and Development
ICEA LION

'Celebrating professionalism in Africa' is a pioneering series of case studies, published by the Chartered Insurance Institute, to showcase professional practice and innovation in insurance

THE ROAR OF EAST AFRICA'S LION: USING LEARNING TO STAY AHEAD



By **Karen Olege**

*Head of Learning and Development
ICEA LION*

One of the key components of the scorecard for any organisation is its learning agility and how it is empowered to adapt to a changing business environment. In this age, a great company is required to keep abreast of the ever-evolving customer, industry and global transformations.

ICEA LION has positioned itself to take advantage of this changing business environment by investing heavily in the professional and personal learning and development of its staff. This is achieved through the ICEA LION Academy, which is home to all learning and development activities for the group. The academy brings to life one of the main pillars of ICEA LION's core values: "Our people are important to us." Through well-designed transformational learning experiences, the Academy equips staff with the requisite competencies to enable them to navigate the industry with confidence.

The Academy focuses heavily on professional qualifications. Over time, we have seen the crucial role that professional qualifications play in helping the company to stay ahead in its various markets. In fact, progress has been phenomenal; as at June 2020, 20% of our insurance staff were ACII or FCII qualified; and another 50% were active student members. Some 20% of these staff are also qualified as Associates or Fellows with the Insurance Institute of Kenya (IIK), and another 25% are active student members. This strong base of qualified professionals has earned accolades in the industry and trust among our customers.

As with the rest of the world, learning and development (L&D) initiatives have been under pressure during the Covid-19 period at ICEA LION. The company has had to equip its staff with the skills they need to sell in the virtual space and cater





The only way for an organisation to thrive during a period of rapid change is to foster learning agility



The ICEA LION team celebrates the launch of its first-in-class online motor insurance portal, led by the group's CEOs

adequately to the customer remotely. Additionally, most businesses have restricted expenditure to “essential only” or even shelved it altogether due to a shortage of financial resources. Perhaps one of the most interesting conversations during this period is whether L&D is essential for an organisation when there is limited room for expenditure.

My strong view is that the only way for an organisation to thrive during this or any other period of rapid change is to foster learning agility — to continuously reskill and upskill staff so that they are able to handle the challenges of today while anticipating the requirements of tomorrow. That is what we seek to do at ICEA LION. It is the right time for companies to minimise duplication, improve consistency and make sure that all L&D initiatives are aligned with overall business priorities.

There is a growing need to merge both personal and organisational interests in learning and focus on a wide range of skills as opposed to the traditional financial services skills only. Organisations are becoming leaner as a result of this pandemic, and this will require that L&D stands out, not as one option, but as an essential means for survival. ■



ICEA LION Family Fun Day 2019



ICEA LION

Overview: ICEA LION Group is a one-stop financial services provider, offering innovative products and services in insurance, pensions, investments and trusts

Vision: To be the leading pan-African provider of insurance and financial services

Mission: To protect and create your wealth

Date established

1895. Roots date back to 1895, although the current business is the result of a series of mergers, acquisitions and rebranding

Staff

560: Total staff
245: Insurance-specific staff
139: With insurance qualification

Key locations

Kenya
Tanzania
Uganda

Sector focus

General insurance	Life and protection insurance	Financial planning
●	●	●

For more information: www.icealion.com

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