

How to Financially Empower Your Employees



5 Tips to Financially Empower Employees

1. Ask Questions

Survey your employees to learn about their financial concerns. Get input on their interests and how they would like the information delivered to ensure you provide what is most valuable to them.

Topics to include

- ✓ Paying off debt
- ✓ Credit management
- ✓ Buying a home
- ✓ Budgeting and spending
- ✓ Saving for major goals
- ✓ Preparing for retirement
- ✓ Investment strategies

2. Offer Targeted Guidance for a Financially Diverse Workforce

Employees in different stages of life may want different financial guidance, and the survey you conduct can help to identify this. Offering opportunities that align with the specific financial concerns and goals your employees have identified will help ensure they are getting the information and resources that make the most sense for them now.



3. Raise Awareness with Customized Communication

Ensuring your workforce knows about the benefits available to them is crucial. Customizing financial benefit awareness campaigns to fit all ages of your workforce will increase the impact.

Communication Options to Consider:

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| ✓ Email | ✓ Articles on intranet site |
| ✓ Webinars | ✓ Lunch and learns |
| ✓ Videos | ✓ Infographics / posters |
| ✓ Internal social media posts | |



4. Build and Leverage Partnerships

Ensure enrollment meetings are well coordinated and go in-depth on benefits like long-term disability insurance, term and whole life insurance, and 401(k) programs. Work with your benefits provider to bring in a professional and review the available options, highlighting where value is relative to your employees' specific circumstances. Work with your provider to offer multiple ways to access information, like facilitating a seminar/webinar, offering one-on-one meetings, and providing resources to companies or apps that provide financial literacy.

5. Create a Culture of Support

Personal finances and asking for help can each be considered challenging and taboo topics. Combined, some employees may feel embarrassed or uncomfortable about coming forward to utilize their benefits. What can you do?

- Seek to create a culture of support.
- You can do your part to reduce stigma and invite open conversations about financial literacy.
- Lead by example and show your employees the importance of financial education and transparency. Your employees can reduce financial stress and promote a more productive workplace with support and the proper resources.