

From Hire to Retire

How Financial Wellness Benefits
Strengthen Employee Engagement
& Retention



What I believe to be true

- Workplace financial wellness is more about the employer than employee
- One size rarely fits all
- Benefits without action are meaningless
- It's ok to think outside the box



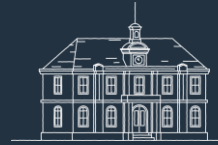
Technology constantly
changes the business world
and employees are
expecting more



>> Uber



>> NETFLIX



>>  airbnb



>>  ZayZoon

It's time to adapt to the next evolution in employee engagement



Financial stress & its impact

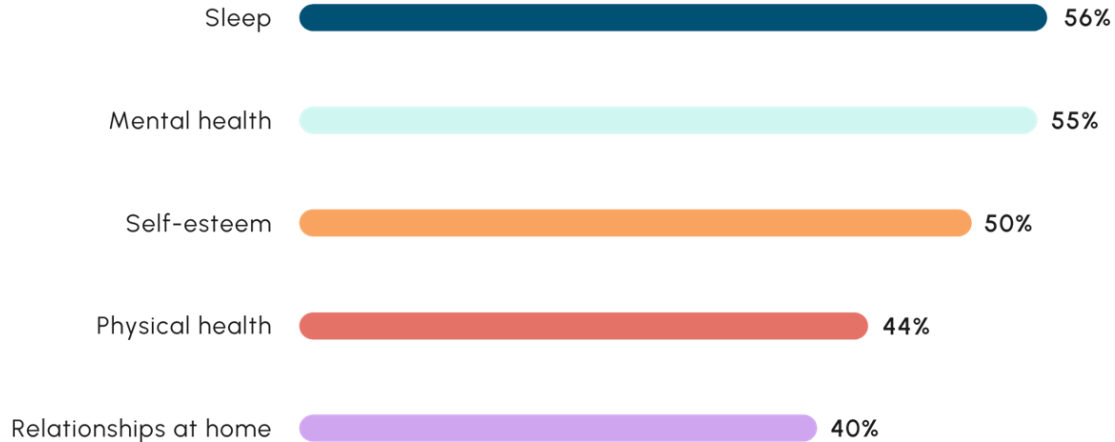


Workplace financial stress is an epidemic



64% of Americans are living paycheck to paycheck

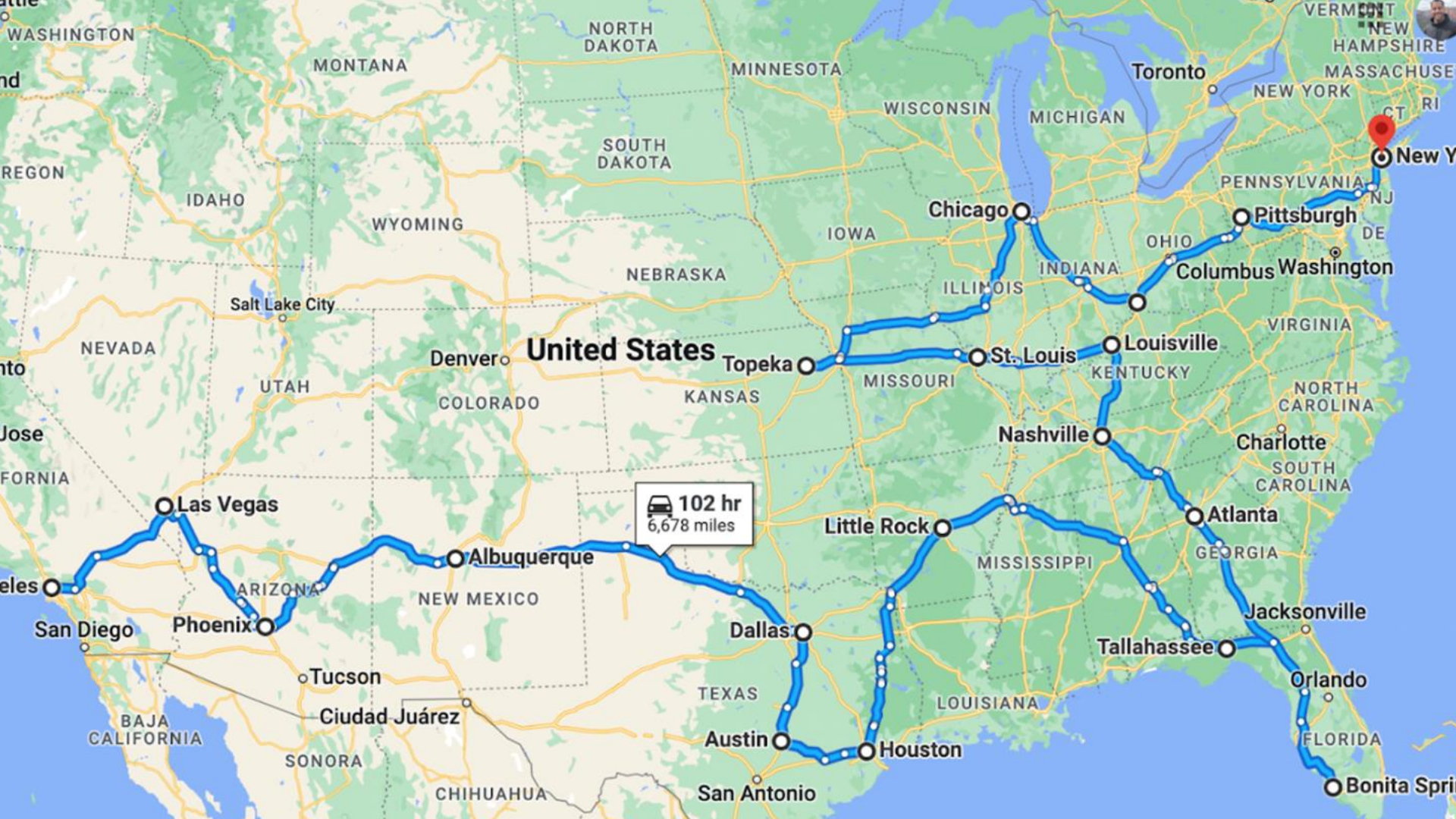
In the past year, financial stress and money worries have had a negative impact on...



*LendingClub Report, January 2023.


**PwC Employee Financial Wellness Survey, 2023.







Supporting employee financial health across America

 ZayZoon

 ZayZoon

Wages Available

\$428

 ZayZoon

\$

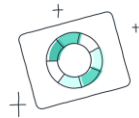
Today is the
new payday

Investing in Financial Wellness Can Save Your Business



51%

Of employees feel their employers have a responsibility to assist in improving their financial wellness



44%

Of employees say they are distracted at work due to their personal finances



56%

Spend 3 or more hours a week at work dealing with or thinking about personal finances



84%

Of employers cite that offering financial wellness tools help with retention

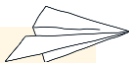


Benefits in-
demand from
hire to retire



Financial Essentials to Remain Competitive

Planning



Savings & Planning for the Future

All generations are saving or planning for a comfortable future.

Retirement Planning

Wellness



Adapt for the Times

Along with adapting to new working conditions, our pay structure must adapt too.

On-Demand Pay & Work-Life Balance

Learning



Promote Education

Supply the tools for your workforce to feel equipped with financial decisions

Financial Literacy & Counseling Learning Stipends



From Hire to Retire

Baby Boomers

75 M

Will be retired by 2030 (The Great Retirement)



Retirement Planning

Gen Xers

73%

Said financial wellness programs are important



Counseling & Flexibility (child care expense, on-demand pay)

Millennials

14 M+

Have more student loan debt than any other generation



Tuition Reimbursement & On-Demand Pay

Gen Zers

25%

Under 25 year olds make up the US workforce



Financial Education & Mental Health



What do the Generations care about?



Saving &
Planning



Financial
Flexibility



Education

**Baby
Boomers**

Retirement Planning
Estate Planning

Vacation Home Payment

Counseling Programs

Gen Xers

401K Plans
Home Down Payment

Childcare Coverage
Children Education Funds

Financial Education
Coaching & Advisory

Millennials

Student Loan Repayment
Tuition Reimbursement

On-Demand Pay
Debt Management

Financial Education
Learning Stipends

Gen Zers

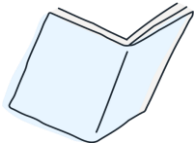
Student Loan Repayment

On-Demand Pay
Salary Stretching

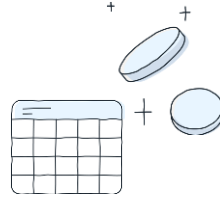
Learning Stipends



Education & On-Demand Pay are Leading the Pack



The use of stipends have grown from 8% to over 70% and are in demand for attracting Gen Z and Millennials



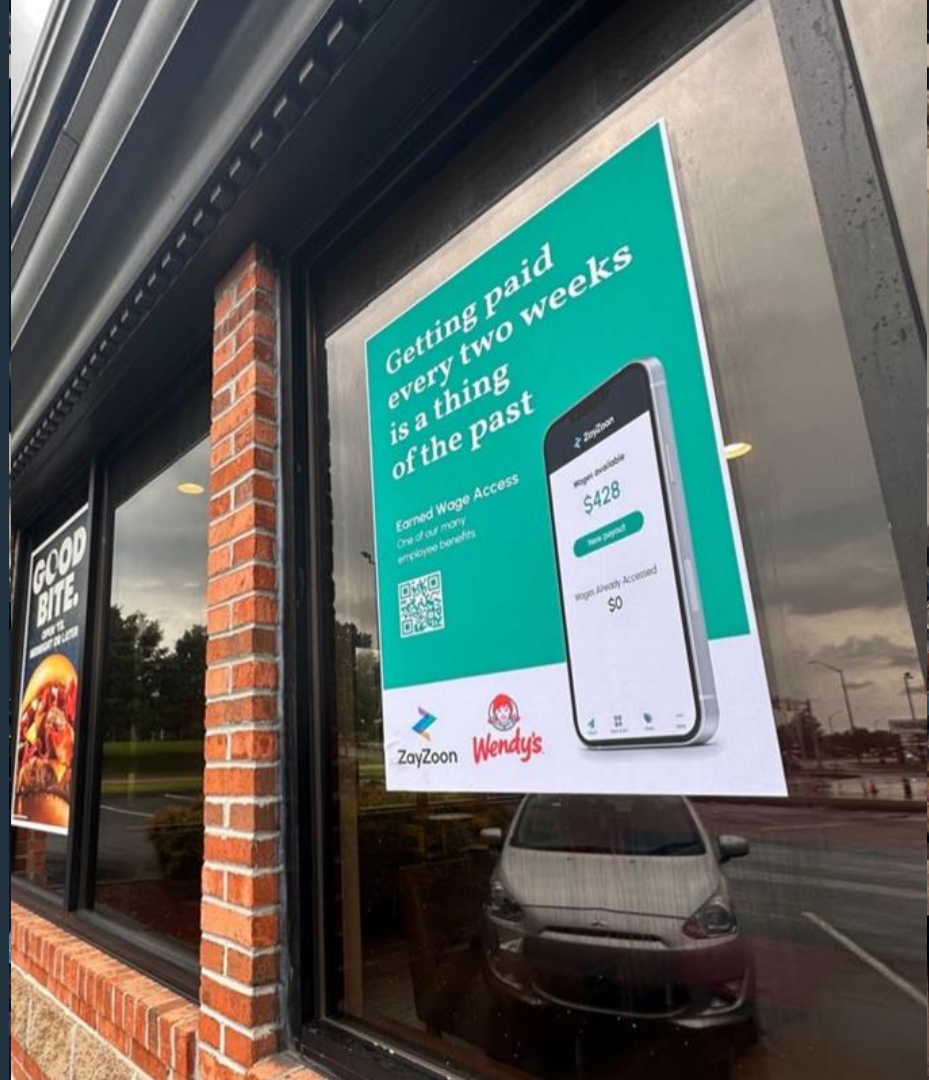
89% of employees say it's important that employers offer a financial wellness program



25% of payroll professionals said on-demand pay is a must-have solution for improving the employee experience



Technology to Adopt



Technology & the future of HR

Planning



Technology that helps support planning for the future & a complete picture of your finances.

- Asset-Map
- Emergency Savings Funds
- Slavic401K
- Virtual Financial Advisors (LearnLux, Consultants)

Wellness



Supporting flexibility in terms of their pay, working conditions and tools for their wellbeing.

- Earned Wage Access
- Telehealth (OnCall, ContinuousCare)
- Meditation Apps (Calm, Headspace)
- Fitness Programs

Learning



Supply the tools for your workforce to feel equipped with financial decisions

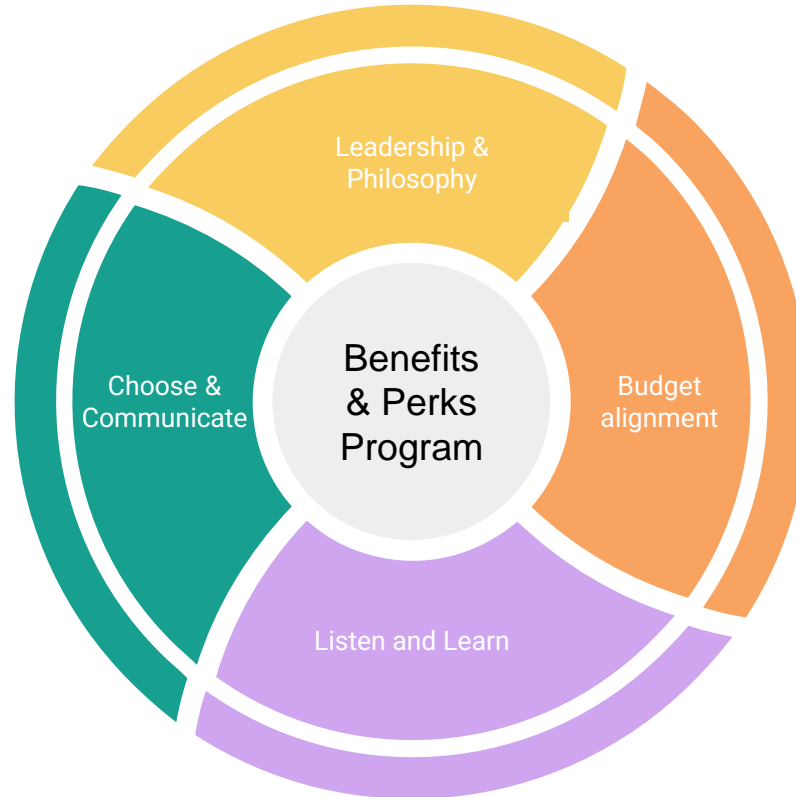
- Financial Counseling
- Learning Stipends
- Education Tools (Enrich, Peanut Butter)



Framework for success



Framework for Success



Understanding your teams needs

Ways to capture the preferences & necessities of your workforce



Audit Program Usage



Surveys



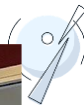
Recruitment and Hiring Interviews



Management 1-1 Check-ins



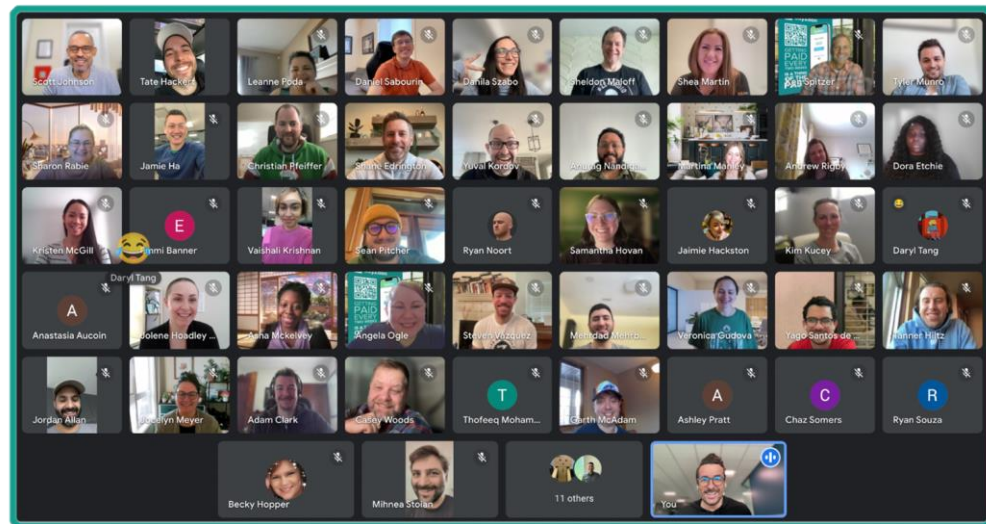
Review in Exit and Stay Interviews



Communication all round

How can you create engagement with the programs and offerings you've put in place?

- Explain the Why and Personalize the Program
- Communicate the buy-in from leadership
- Communicate Often & Through Different Channels
- Thorough Overview in Onboarding
- Ask for Feedback in a Survey
- Set Counseling Hours
- Develop Communication Workshops for Company-wide Meetings



Think outside the box.

→ Drink & Thinks

→ Timely and personalized rewards

→ AMA's



Questions?

