



HUB

Empowering the
shift from **surviving**
to **thriving**.

The Employee Value Proposition (EVP) Historically



The **benefits and rewards employees receive** in exchange for their contributions

The **value of the experience** afforded by the organization

A unique set of offerings that **positively influence candidates and employees**

Built around the company's **core mission and vision**

Focused on **what matters most to employees**

Designed to **establish and reinforce the market's image of the organization's vision,** culture, work practices, growth opportunities and people

Today's Employee Value Proposition

- Is defined **around people, not employees**
- Should provide an exceptional **life experience, not just an employment experience**
- Delivers features and feelings that **match employee needs**, not just offering features
- Orients toward **employees as people**, not workers
- Delivers a **positive emotional response**

82% of employees say it's important for their organization to see them as a person, not just an employee.

Developing a total rewards strategy requires an understanding of **the work in the recent past, how work has transitioned, and the work needed moving forward.**

How are jobs changing?

- How are needs evolving?

How will this affect career progression?

- Does the workforce strategy change?

Is Total Rewards agile enough?

- What do scenario plans illustrate?

Skills needed or the “job”?

- Do we upskill, reskill, or outskill?



Eighty percent of employers report that **financial stress** is lowering their employees' performance level, and it's costing them nearly half a trillion dollars annually

"Crisis: Worker Financial Stress Costs Employers Billions Of Dollars Annually" (Forbes.com, 9/9/2020)

Retrieved though <https://www.forbes.com/sites/colleenreilly/2020/09/09/why-financial-wellbeing-at-work-is-more-important-than-ever/?sh=1fe1e8a678dc>

Where can your staff go to **get help** and **have a conversation** about money?

A friend? A family member? A payday lender?
Can they really look out for them and help them manage financial stress?



Implementing a financial wellness program that helps

FinPath is a workplace benefit program designed to help individuals take control of their money with the help of trusted financial coaches and powerful online financial health tools.

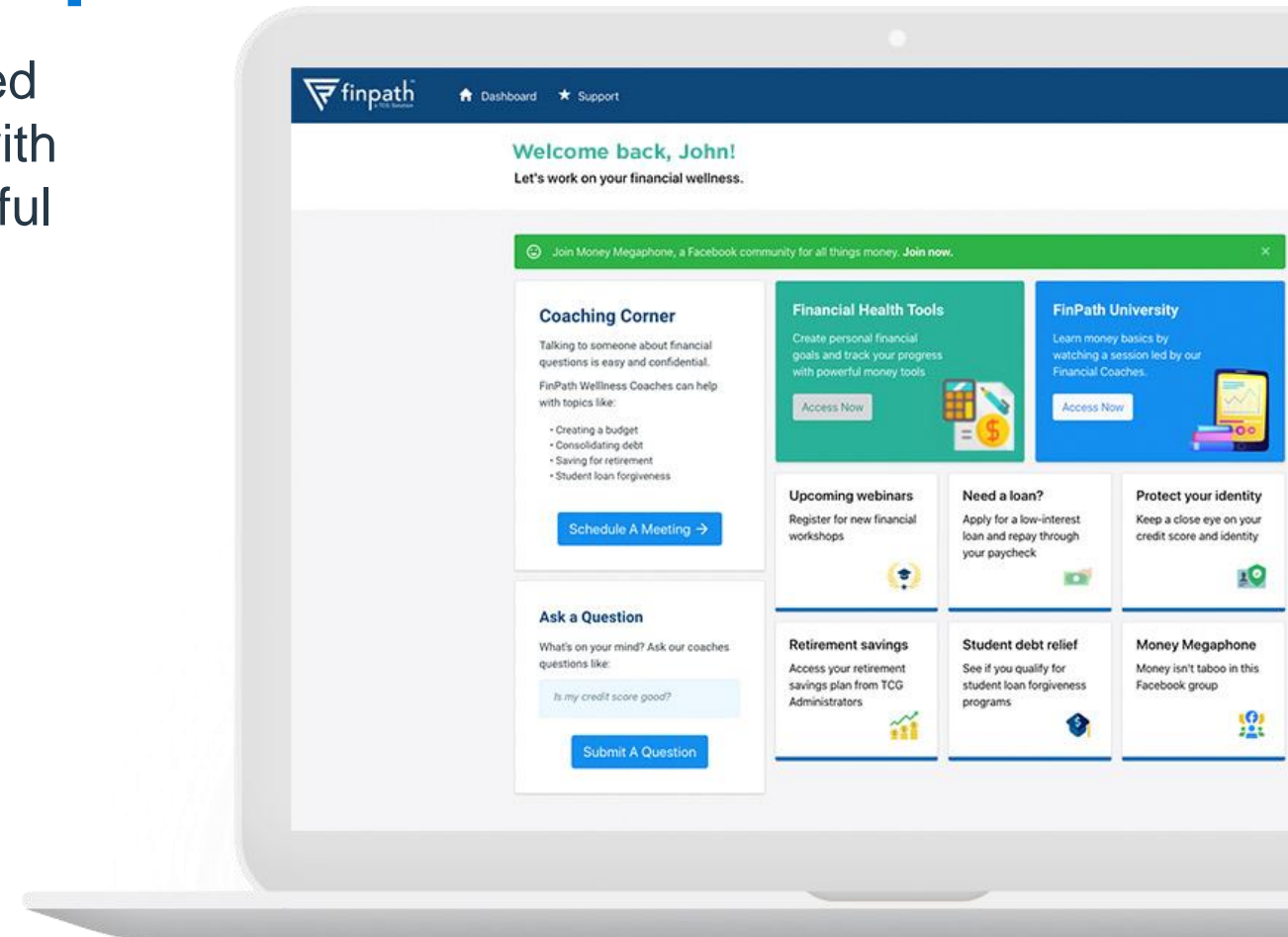
Key Components

 **1:1 Financial Coaching**

 **FinPath University**

 **Financial Health Tools**

 **Program Perks**



Year-Round Engagement

FinPath ensures your employees are continually interacting with the program with our year-round engagement. To keep users engaged, the FinPath team created and honed a communication system of digital and print, as well as recurring engagement opportunities throughout the year.

Automated Engagement

- Post-Registration Email Campaign
- Monthly Newsletters
- Monthly live courses hosted by our Financial Coaches and other industry specialists
- \$1000 Grand Prize Incentives
- Social media

Scheduled Engagement

- Intro Presentation
- Incentives and Contests
- Additional activities available upon request
- Benefit Fairs
- Employee Training Days
- Health/Wellness Initiatives/Events



**Together we can help
your staff go from
Surviving to Thriving**

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Learn more at
www.finpathwellness.com

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