



hooker & holcombe

A CFO's guide to financial wellness: Employee financial worries are impacting your bottom line



DO YOU KNOW HOW STRESSED YOUR EMPLOYEES ARE?

Surveys show nearly 60% of employees say they're stressed about finances.¹ And the COVID-19 pandemic has undoubtedly only exacerbated these pressures.

Financially stressed employees spend three or more hours a week — approximately 150 hours per year — worrying about personal finances or dealing with them at work.¹

That is 150 hours spent, per year per employee, not focusing on the job. This could be costing your company hundreds, thousands or even millions of dollars per year in lost productivity.

As the CFO, you're tasked with the overall health of your company including:

- Leading the development of short- and long-term strategies
- Providing a positive corporate culture for employees
- Ensuring the company's financial viability

60%

of employees are stressed
about finances

150 hrs/year

Employee time spent not
focusing on their job

WHAT TO DO?

Many companies are turning to financial wellness programs to offer employees access to information about budgeting, debt management and financial planning, believing this will decrease financial stress and increase workplace productivity. Though not new, these programs are a hot topic with employee benefit offerings.

But, as you know, employee benefits can be costly. Adding another benefit with an unknown return on investment (ROI) is risky. A financial wellness program is a soft benefit; results such as improving engagement, job satisfaction and loyalty are hard to measure.

If you feel anxious about offering this benefit, you're not alone. There are a lot of questions to consider:

- Will employees be engaged in the program?
- Will productivity improve?
- Will employee turnover decrease?
- Will this program improve our balance sheet?

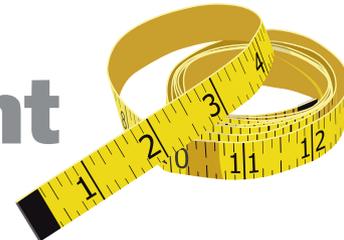


HOW TO MEASURE ROI?

It has been suggested to look at four areas to measure ROI on a financial wellness program:²



Return on Investment



TRUE COST OF EMPLOYEE TURNOVER

Financially stressed employees are more likely to leave a position. When employers need to backfill those positions, they incur hiring costs such as recruitment fees, salary negotiations, onboarding expenses and training time. If employers could prevent even a fraction of turnover, it could lead to significant cost savings.

TURNOVER COST AS A PERCENT OF ANNUAL WAGES:

16%

for low-paying jobs

20%

for mid-range positions

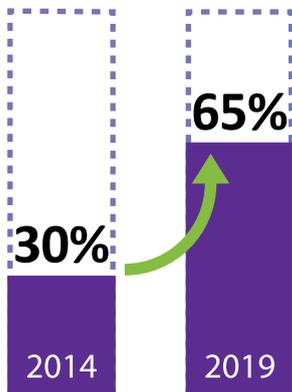
213%

for senior or executive positions

3-5%

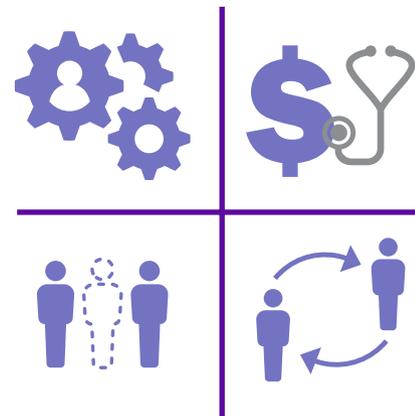
Reducing the costs by 3 - 5%
provides a noticeable
bottom-line improvement

Incorporating a financial wellness benefit to reduce the costs associated with financial stress by even 3%-5% can improve a company's bottom line simply through cost avoidance.²



THINKING ABOUT IMPLEMENTING A FINANCIAL WELLNESS PROGRAM?

You won't be alone. From 2014 through 2019, DC plan sponsors likely to expand or add to their financial wellness programs grew from 30% to 65%.³



WANT TO IMPROVE YOUR BOTTOM LINE?

Provide a financial wellness program for your employees.

Having a financial wellness program can not only lessen employees' financial stress, it might also:

1. Increase productivity
2. Reduce healthcare costs
3. Decrease absenteeism
4. Reduce employee turnover

Which may improve your company's bottom line. It's a win-win for you and your employees.

- ¹ PwC. “8th Annual Employee Financial Wellness Survey.” June 2019. PDF. www.pwc.com/us/en/industries/private-company-services/images/pwc-8th-annual-employee-financial-wellness-survey-2019-results.pdf
- ² Martha Menard, PhD. “Measuring the ROI of Financial Wellness.” Questis. August 28, 2018. Measuring the ROI of Financial Wellness (myquestis.com)
- ³ Alight. “2019 Top Topics in Retirement and Financial Wellbeing: Building on the Past, Working Toward the Future” reported in “Overall Financial Wellness is Sponsors’ Top Priority for 2019,” PlanSponsor, January 29, 2019. Overall Financial Wellness is Sponsors’ Top Priority for 2019 (planadviser.com)

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