



January 1, 2018

***One of the best things you can do for your employees ... and YOU ... in 2018***

For most business owners, your largest expense is your employees. You invest heavily into them, as you should - years of salaries, vacation pay, retirement plan contributions, healthcare, and continuing education. In return, your employees' collective efforts make your organization what it is today. But what if this symbiotic relationship was not running as smooth or efficiently as you think? Research shows that there is a problem that many employees deal with every day ... a problem costs many businesses a meaningful amount of money each year. Is addressing that problem worth your time and attention?

That problem is literacy ... specifically financial literacy. And that lack of an understanding of money, and how to get control of personal finances, may be costing you more than you could ever imagine. According to a PricewaterhouseCoopers 2016 Employee Financial Wellness Survey, of the 1600 full-time employees surveyed, **46%** spend three or more hours *during the work week* dealing with or thinking about their personal financial issues.

*"While employers may cite several reasons their employees are not reaching their full potential, there is one silent distraction plaguing the American workplace that many employers may not recognize is the root of some serious productivity issues" Kyle Sanders*

Let's put those numbers in perspective. If you are a company with 100 employees, with average wages of \$20.00 an hour, you could be bleeding over **\$143,000.00** in lost productivity throughout the course of a year. Now, is that a problem worthy of your attention?

If you're still not convinced, here are some additional statistics to consider:

- 52% of workers are stressed about their finances (for millennials the number is 64%).
- 45% of workers say their finance-related stress has increased in the last 12 months.
- Only 16% of Americans are considered to have a high level of personal financial knowledge.
- 20% are considered to have a low level of personal financial literacy.
- 55% feel lost when it comes to a long-term, stable financial plan.
- 24% of Americans are unable to save anything each month.
- 36% feel that they will not experience a comfortable retirement.

These staggering statistics indicate that generations of workers today are ill prepared to handle their own finances. Compounding this issue is the facts that Personal Finance has been taught in schools

sparingly over the last 30 years. While that seems to be changing, the current workforce is woefully ill-equipped.

### ***Solution Set for a Successful Workplace Financial Literacy Program***

1. ***Simplicity*** – your business is not in the business of teaching your employees about finances (but ours is). A Financial Literacy program should be easily accessed by employees and administered outside of the business. The program should strive to save work hours, not lose more than we already spoke about. We create that simplicity.
2. ***Accessibility*** – books and brochures are shown to be rarely touched. Seminars are ok but have some inherent challenges. First, most are offered during the work day, usually at lunch, and we should be striving to recoup lost hours not create a bigger problem. Either way, you need to meet your employees where they are most suited to learn - at home, on their own time, and ideally with their spouse and family members. We deliver an efficient and accessible curriculum to your employees.
3. ***Holistic*** - a holistic Financial Literacy curriculum could be up to 50 hours of training. You simply cannot learn everything in an afternoon. A holistic workplace financial literacy program should include the following topics: Budgeting, Credit management, Account management, Debt management, College Planning, Insurance, Economics, Retirement Planning, and Investments. We teach your employees these important concepts.
4. ***Private*** - Your program should be private. Employees are less likely to open up about their own personal challenges or lack of understanding in a group setting. The privacy afforded through a self-guided online curriculum is best and allows your employees the time to learn at their own pace. We value privacy.
5. ***Unbiased*** - Who will lead the program? Is it a local Financial Advisor? Is it the custodian of your 401k? These types of professionals, while needed, can be inherently biased at best, or may be trolling your employees for new clients at worst. Your Workplace Financial Literacy Program should be for educational purposes only. Not a business development opportunity. That being said, a qualified volunteer can be a great resource. We can tailor our program to meet your goals and needs.
6. ***Technologically leveraged*** - Teaching technology has come a long way over the past decade. Video content, gamification, rewards, quizzes, and Social Media are great tools to teach and keep the participants engaged. We make learning fun.
7. ***Complimentary*** – If you currently have a 401k, or other qualified retirement plans at your business, you may have access to some educational material. For the most part, however, this material is little more than an informal list of financial topics as they relate to retirement. Your Workplace Financial Literacy Program should complement your retirement plan and any material that is currently offered. We round out your employee education.
8. ***Socially engaged*** – Did you know that over 65% of millennials get their financial wherewithal through Social Media? Your plan should engage your employees regularly. It should encourage

positive financial behaviors and relate timely articles and content to your employees through Facebook, Twitter, LinkedIn, and of course email. This continual communication can encourage participation and positive behavior changes. We help your employees become engaged employees.

9. **Accountable** – While we cannot accurately count every dollar of saved wages, you can monitor the number of classes accessed and completed, and how often employees are engaged. By monitoring employee engagement, you can make sure that your investment in a Workplace Financial Literacy Program has a positive ROI. Your program should encourage your employees to participate and highlight their successes! We help you become more knowledgeable about and response to your workforce.
10. **A Financial Plan** – Your program should allow your employees to create a basic financial plan. Without a financial plan as the output of their learning efforts, employees will have nothing to use and refer to in the future, and nothing to create a baseline when engaging with a professional. We provide the tools to assist your employees in preparing a viable financial plan.

### ***So how do we bring this opportunity to your company?***

Prosper Labs is a social enterprise company, with all profits donated to not-for-profit educational programs. Our main partner, Prosper America, is a registered 501(c)(3) not-for-profit organization, and one of the first in the country focused solely on the problem of Financial Literacy. We started Prosper Labs with the sole purpose of educating and empowering employers by bringing unbiased financial literacy solutions to their employees.

Prosper Labs features state of the art online delivery, utilizing video, quizzes and gamification to provide content that is engaging and holistic. Students learn at their own pace, on their own time, with all necessary topics covered. The output of the students' work is a financial plan that allows them to be accountable to themselves and to put what they've learned into practice.

Their experience is further leveraged through social media where we push additional content that encourages positive behaviors and addresses the current economy and news without any bias.

With costs starting as little as \$20 dollars per year/per employee, Prosper Labs is a cost-effective solution. And the program can be fully implemented and rolled out to your employees in a matter of weeks.

Partnering with Prosper America also allows us (Prosper Labs) to bring our educational solutions to other local not-for-profit organizations and the people they serve. Prosper America serves single parents, the unemployed, veterans, students, and anyone who wants to understand their personal finances better. We can help you identify a local not-for-profit near you that could benefit from our educational tools. We will work with you to bring some positive news to your company, and your community!

Similar to Newman's Own or Toms Shoes, our buy one give one (or more) model is unique and is about getting our financial literacy solutions to the people that need them the most.

To start your Workplace Financial Literacy Program today, or get any questions answered, don't hesitate to contact us at:

Email: [info@prosperlabs.org](mailto:info@prosperlabs.org)

Phone: 1-800-281-9789

We look forward to equipping and empowering your employees and serving your community!