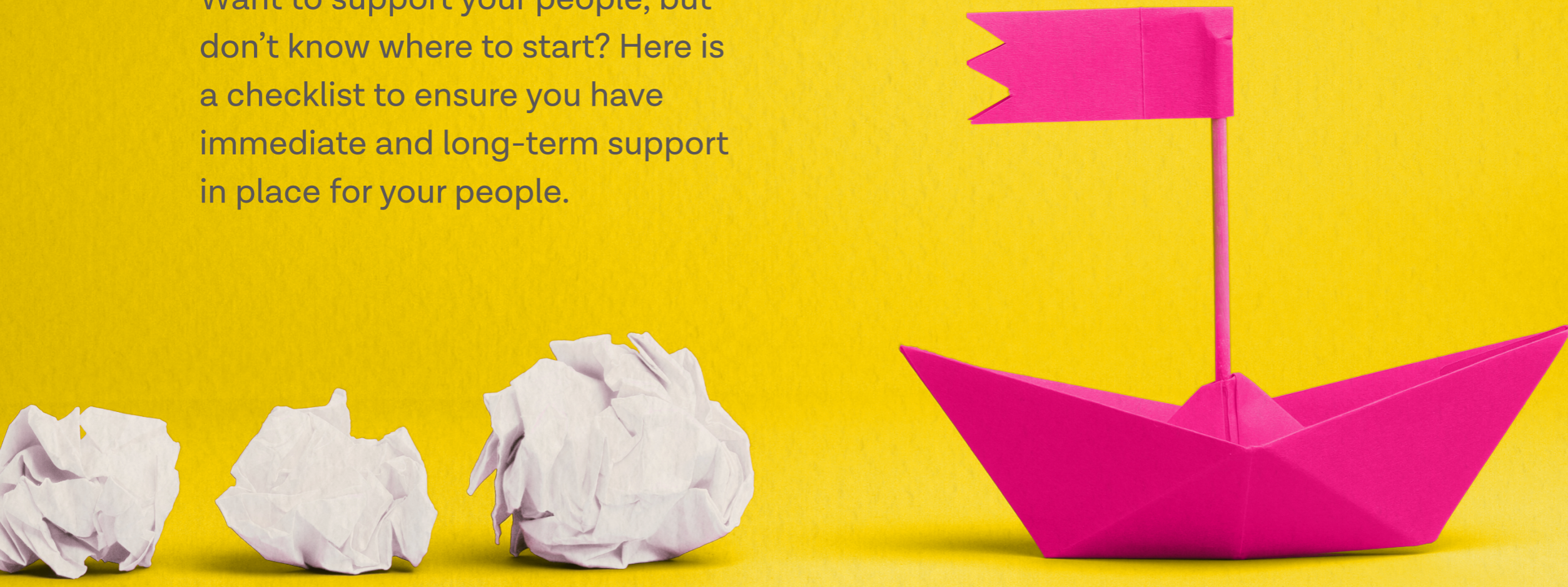


Strategies beyond salary. The checklist:

Want to support your people, but don't know where to start? Here is a checklist to ensure you have immediate and long-term support in place for your people.



Assess the scale of the problem

- Independent surveys** – Use an independent third party to review the financial wellbeing of your workforce, anonymizing results, and highlighting areas for action.

Explore extra financial benefits

Finding creative ways to provide financial support can create a feeling of goodwill, and support the overall wellbeing of your people.

- Wellness credits** – Investment in personal wellbeing activities can be the first thing your employees cut as purse-strings are tightened. Support your team's wellbeing expenses with "wellness credits" – a fixed figure your team can expense against any investment in their wellbeing each month: from gym memberships to massages.
- Offer vouchers** – Vouchers or gift cards for everyday expenses or wellness resources are a good alternative to lump sum payments.

Communicate, and educate

24% of employees feel that their workplace does not clearly explain the financial support it can offer. Here's how to ensure they're aware of what's available.

- Email newsletter campaigns** – Send out informational newsletters and don't be afraid to continue reminding employees regularly if they haven't been engaging with their benefits packages.
- Communicate benefits in meetings** – Spend some time in group meetings to highlight benefits or host separate, mandatory meetings to walk people through how to find their support resources, and use them to their advantage.
- Hold workshops** – Focus on education and dispelling myths with focused workshops on how they can get the most out of each benefit.
- Provide financial coaching** – Consider an Employee Assistance Program (EAP) that provides independent financial coaching.

Make it easy

- Make benefits easy and clear to access** – Whether it's with an employee benefits app, a benefits hub, or your business server, make sure your benefits are clear and easily accessible to everyone on your team – and then communicate its location again, and again (and again).

Build a culture of care

53% of employees would feel uncomfortable discussing financial stress with an employer. Take steps to normalize discussing the topic in the workplace to address their mental health pressures.

- Hold regular discussions** – Host virtual discussions or in-office support groups where people can discuss their experiences, share resources, learn, and get professional guidance to help them feel less alone.
- Provide confidential support services** – Offering an Employee Assistance Program (EAP) that allows employees to anonymously access mental health or financial support provides a safety net for those struggling.

Don't stop at financial health – support mental health

The financial crisis isn't just resulting in a reduction of budgets – it's also causing a decline in mental wellness, with 32% of employees saying that financial stress is impacting their mental and physical health.

- Prioritize wellness** – Whether it's access to yoga, meditation, gym memberships or walking, creating a culture that prioritizes wellness as a long-term strategy to support your team during this time.
- Provide educational material and resources** – Highlight services where employees can access mental health support or guidance. This way, if your team doesn't feel comfortable talking to their managers, they know where to turn.
- Book regular mental health checks** – Empower and educate your managers to host one-on-one 'coffee chats' where people can openly express concerns, vent, or simply have a safe space to talk.

Bring your people together

If you have a centralized office space, encouraging people to come into the office pulls them away from any pressures at home, provides the opportunity for team bonding, and allows businesses to provide practical support.

- Offer free food and drinks** – It could be as simple as setting your tea and coffee machine to a free vend, or putting some pizzas out to encourage people to come in. This way, if a colleague needs to grab something for dinner that night, they can help themselves without fear of stigma or judgment. To take that one step further, you could have a 'can't make it to the grocery' pantry stocked with essentials.
- Host events and socials** – Host weekly socials or events in the office to get people out, collaborating with others, laughing and connecting with peers. After all, they may be avoiding going out and socializing due to financial restraints.

Offer long-term strategies as well

Daily support may be welcome, but when the worst happens, insurance can provide the highest-value support available, and protect both your business and your people.

- Offer additional voluntary benefits** – Financially stressed employees are less focused and productive at work. With voluntary insurance, you can offer your employees peace of mind with protection from high out-of-pocket expenses.