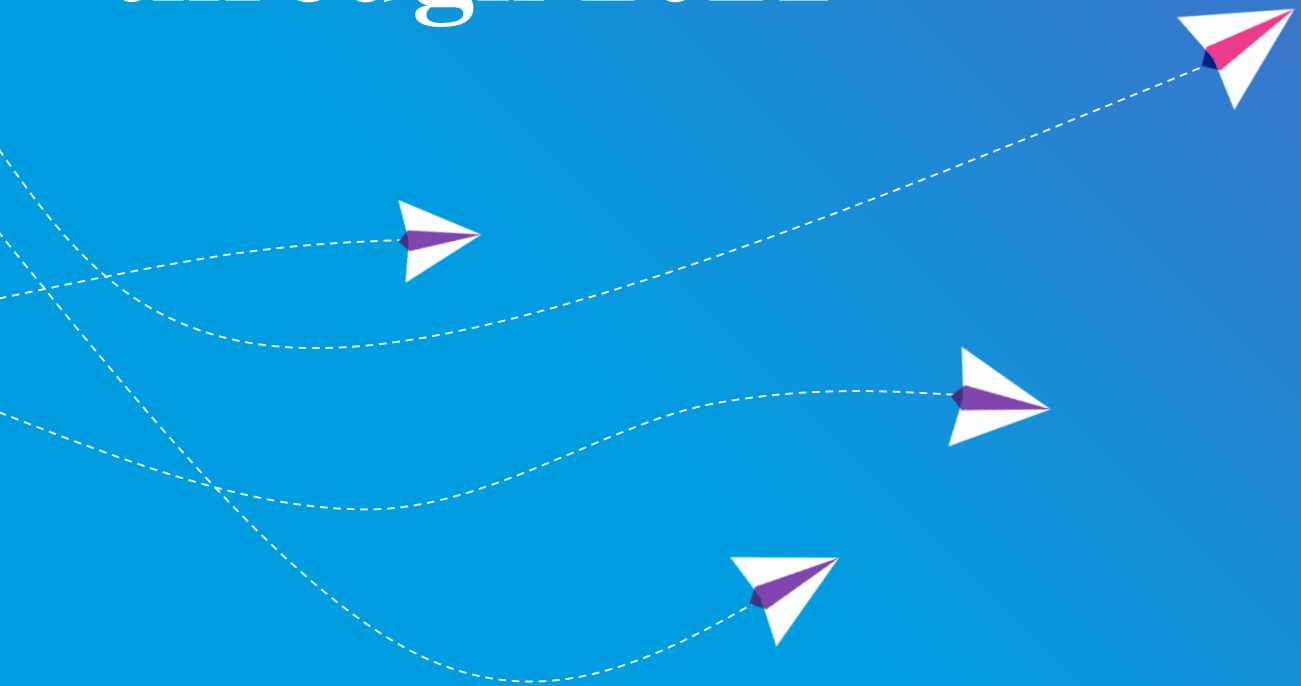


# Financial Wellbeing

**Improving the  
financial resilience  
of your people  
through 2021**





## Understanding the current situation

In the same way that the Covid-19 pandemic continues to test the financial health of many organisations, the financial wellbeing of individuals is being tested by the situation we are all finding ourselves in, and the associated uncertainty.

We are increasingly hearing more employers seriously start talking about financial wellbeing, and how it is no longer the optional extra of the Wellbeing family.

It is also very clear with hindsight that some financial wellbeing initiatives would have prepared employees better to deal with the financial challenges created by the Covid-19 pandemic. There is little doubt that financial challenges will be a reality for many employees, and their families, for some time to come.

The financial turmoil experienced in light of the Covid-19 pandemic has clearly highlighted the importance of considering the different dimensions of financial wellbeing of your employees.

Mercer defines four elements of financial wellbeing\*:



**Control over the day-to-day**



**Prepared for the unexpected**



**Freedom to make choices in life**

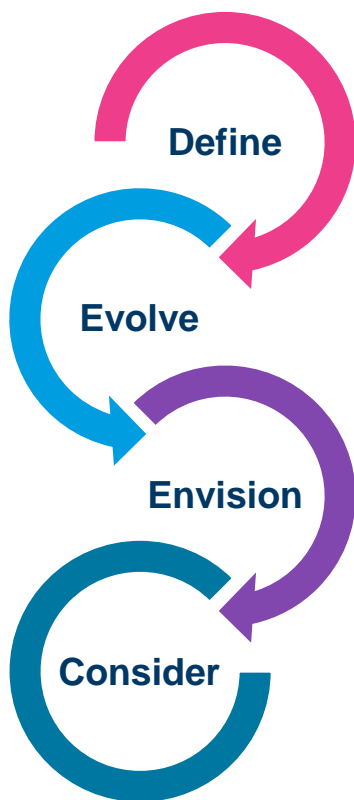


**On track for the future**

But how does an organisation go about improving – or creating and implementing a successful financial wellbeing program? How will you know what success means? And how can you help make your people financially fit as we move through these testing times?



# Creating a successful financial wellbeing programme



In order to see success from a financial wellbeing program, there are a number of important issues to consider. It is not enough to put a few tactical solutions in place and expect an improvement in your employees' financial wellbeing. However, if you understand what your people need, what you have, what your organisational objectives are, and develop a program from there, you will have much better prospects for success. This will increase even more if you are prepared to iterate, because successful financial wellbeing programs need to be continually reassessed, re-evaluated, and improved.

From our experiences working with different clients on these issues, we have seen examples where employers have all the best intentions, roll out a new program, but are disappointed when they do not see the desired impact. We have seen more success in circumstances where employers embrace a methodical and strategic approach and account for the various challenges that are associated with these efforts. The define, evolve, envision, consider, framework has proven a useful tool.

There are many places where you can find financial wellbeing resources to serve your employees' needs. Some may be current vendors that you have partnerships with, some may be in-house functions, and some may be new programs or vendors that you are considering adding.

As we all know, this is a busy space and the capabilities, expertise, and financial status of financial wellbeing service providers are evolving and changing rapidly. It can be difficult to determine which of these programs are going to make a positive impact for employee outcomes, as well as positive outcomes for the employer.

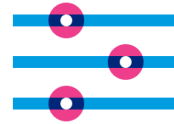


# Key considerations for delivering an effective financial wellbeing strategy



## Does financial wellbeing align with your wider business and future People objectives?

Before you start talking about ROI, consider how financial wellbeing aligns with the goals of the organisation, and especially with your talent goals. Know what you want financial wellbeing to achieve for your organisation. There is no one-size-fits-all solution that is appropriate for every organisation.



## What solutions are available to you and your workforce?

This space is growing and changing rapidly as capabilities are evolving, but this can be challenging. There may be a lot of financial wellbeing resources available to you right now, which you and your employees may not be aware of. In order to make the right choices in programming and benefits, you'll need to understand the vendor market, as well as the competitive market in which your firm sits.



## What do you know about the financial needs of your workforce?

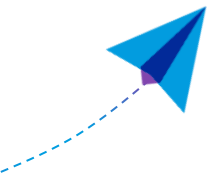
Similarly, there's no one-size-fits-all solution to address all employee needs. You have to understand the diversity of your employees, what they need, and how they want to engage, in order to start building an appropriate strategy. It's important to understand and acknowledge your employees' unique challenges so you can identify the barriers that must be overcome in order to see improvements in financial wellbeing.



## Are there any quick wins you can put in place?

Although strategy is the key to success, in light of the fast-moving current environment, there may be some simple solutions that can help support employees through these testing times, and act as a stepping-stone towards a more effective financial wellbeing programme.

The strategy does not need to be a full 5 year detailed plan – it needs to be agile. Adapt and build as you go, but making a start or small improvement is an important first step.



# Getting your People financially fitter through 2021

We know employee wellbeing is a fundamental part of the employee experience. It drives productivity and innovation. Your employees are your key workers and it is vital that they are financially secure.

Once you understand the key elements that should drive the strategy, you are ready to build a roadmap. This may include maximizing the capabilities of current partners and suppliers that you have in place, refining and revising plan designs to better meet employees' needs, implementing targeted engagement tactics, and filling gaps that exist in your benefits line-up for emerging areas.

You should be willing to stay flexible to fine-tune your strategy as time goes on, and the needs of your business and your employees change.

## Planning for the future





## Mercer: here to help

We know that employees are the beating heart of organisations, and that financial stresses and concerns can have a material impact on both their mental health and their productivity at work. Our specialist team understands the financial needs of employees, and has extensive knowledge of the provider marketplace, the workplace solutions that make a difference, and the ones which can improve the financial wellbeing of employees.

### Deep understanding of employee financial wellbeing needs

With our research and experience, we can help you create a Financial Wellbeing programme that will lead to positive behavioural change.

### Market leading research

We have extensive market knowledge and research on providers operating in the corporate financial wellbeing space, and can help your organisation discover the providers which can best meet your needs.

### In-house solutions

We have the capability to deliver market-leading solutions which have been developed with behavioural science in-mind to lead to beneficial actions. From our digital solutions, including our open-banking supporting financial app Mercer Money, to our distinguished financial education and guidance team, to our pension solutions, we can help you to achieve your financial wellbeing related goals.

### Experience implementing successful programmes

Having worked with a number of clients to implement programmes, working with both third parties and internal solutions, we can help to smoothly take your strategy from plan to integrated programme.



## Get in touch

To find out more about how Mercer can help your organisation develop or improve your Financial Wellbeing strategy, please get in touch with your Mercer consultant, or contact:

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