



Financial Fitness Group

Personalized solutions to **engage, benchmark, educate and drive action**

Iowa Financial Fitness Challenge

The Financial Fitness Challenge is an event-driven wellness program that provides interactive, effective, unbiased online instruction in personal finance and investing fundamentals.

More than 800 organizations and 100,000 employees have taken the Challenge and successfully completed 400,000 hours of training.

The results speak for themselves.

- 3:1 program ROI
- Lowers absenteeism, tardiness, distractions at work
- Increases employee productivity
- Drives higher 401(k) participation and contributions
- Easy to implement and use: one-hour-a-week commitment for staff and employees
- Unbiased curriculum fulfills ERISA 404(c) requirements
- Additional ongoing, cost-effective, standalone programs that can also work with existing programs



Financial Illiteracy is Expensive

The cost of financial distress impacts more than employees' bank accounts. Financial challenges can affect a worker's health, workplace effectiveness, long-term financial stability, and ultimately, your bottom line.

DID YOU KNOW?

- Financially unfit employees cost \$2,500 each in lost productivity each year
- 67% lack the knowledge to make sound financial decisions
- 1 in 3 employees takes a hardship loan from their 401(k) every year

Financial Fitness Challenge at a Glance

- Unbiased and independent financial education content
- Engaging/empowering/motivating
- Provides feedback along the way
- Measures changes over time
- Access 24/7, anywhere and anytime
- Better results than those of other programs
- Turnkey — simple to roll out and administer



How It Works

Employees start with an initial assessment and then complete 5 or more online tutorials over 8-9 weeks. Each tutorial takes about 20 minutes and is accessible anytime, on any device. After completing at least 5 tutorials, employees are re-assessed based on the metrics gathered in the initial assessment phase. Each organization is issued a final report that illustrates the impact of the program through financial wellness scores that reflect employee financial knowledge, behaviors and attitudes.

- Pre and post measurement of changes in knowledge, attitudes and behaviors
- Data-based program reports on improvements in financial knowledge, attitudes, and behaviors
- A methodology developed by researchers based on human behavior, motivation, and psychology
- The assessment and recommendation of relevant course curriculum

The Financial Fitness Challenge Training is Free of Charge for Qualifying Employers

Thanks to generous funding by the Iowa Insurance Division and Iowa CareGivers, participating in the award-winning Financial Fitness Challenge is **FREE. THE OFFER INCLUDES:**

- Financial Fitness assessment for all employees
- 5 hours of training
- 24/7 online access from any smartphone, tablet or computer
- Simple setup and rollout

Program Sponsors



Financial Fitness Group

Engage | Empower | Educate

Financial Fitness Group (FFG) is an enterprise software company that developed a financial e-learning platform and actionable ecosystem designed to maximize investor engagement, financial knowledge, and desired behaviors. Financial Fitness Group is the leading provider of interactive financial education for the financial services industry and the largest 5000 companies across the nation.

Contact Us to Schedule a Demo!

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