



Managing personal finances can improve employee wellbeing

Employees can enjoy greater wellbeing and less stress in their everyday lives if their employer offers them help to manage their personal finances.

By Kristine Seest

One in five employees globally feel that their financial challenges have a negative impact on their lives. And for one in four employees in Denmark, the bank account is virtually empty by the next payday. These figures are found in WTW's Global Benefits Attitudes Survey 2020 and reflect that not everyone finds it easy to manage their personal finances – and that this can affect their wellbeing.

»Personal finances can easily become a challenge. Not only because it is hard to make ends meet, but also because there is no focus on personal finances and whether savings and mortgages are managed in the best possible way. Many people have major financial issues that they only respond to when they are contacted by the bank. And when they are in contact with the bank, even more doubts can creep in if there is uncertainty as to whether the advice they are getting from their bank is actually the best one to follow,« says Head of Financial Wellbeing Martin Flodgaard from WTW.

The recent period of limited spending options during the shutdown, the introduction of negative deposit rates by banks and layoffs during the corona crisis have created changes and new issues for Danes in managing their personal finances.

The new employee benefit

Financial Wellbeing is WTW's offer to companies who are looking to strengthen their employees' personal finance skills, enabling them to take control of their personal finances and make the most of the money they earn. And some companies have already embraced this opportunity.

»In our personal counselling sessions on insurance cover and retirement savings, we see that there is also a need for help and independent advice on the parts of personal finances that are not related to retirement savings. Most people have learned that the bank advisor is usually not an impartial advisor, but a salesperson, and that is probably why they ask our advisors for advice. With our personal financial advice concept for companies, we can now supply those employees with some answers,« says co-CEO and Head of Retirement Lars Christensen from WTW.



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Martin Flodgaard
Head of Financial Wellbeing

With Financial Wellbeing, the company provides a number of digital tools for employees. The tools are easy for individual employees to use to get an overview of their finances and to assess whether any changes need to be made to their financial circumstances. And the guide, which is regularly sent to the employees covered by Financial Wellbeing, is intended both as an inspiration to take active steps and as a step-by-step help to achieve a structured and holistic approach to personal finances.

Eliminating worries

All the materials and tools made available to employees accessing Financial Wellbeing are kept in a simple and easy-to-understand language that ensures everyone can participate.

»The purpose with Financial Wellbeing is to make personal finances manageable and to remove unnecessary worries. Financial clarity provides peace of mind and energy for other issues – including work. It is our experience, that clients who have wondered about something or other in their personal finances are incredibly relieved when they feel that they have gained an overview and made an active effort to take control of their finances,« says Martin Flodgaard.

With a company pension scheme, employees can be sure that their retirement savings are being managed. With Financial Wellbeing, employees can now also get help to manage the part of their personal finances that is relevant to their present situation – including their housing finances.

»The concept can help employees who need advice on their savings or who are unsure whether they have the right housing finance. This is where Financial Wellbeing can help, because employees are introduced to the market and have the differences in loan types and the meaning of technical terms explained to them,« says Martin Flodgaard.

A company can make Financial Wellbeing available to their employees in different ways. If you have any questions about the concept and would like to hear about the possibilities for your company, please contact Martin Flodgaard at martin.flodgaard@willistowerswatson.com

Find out more about [Financial Wellbeing](#)

Financial Wellbeing

Find out more about WTW's [Global Benefits Attitudes Survey 2020](#), conducted among 40,000 employees in 27 countries.

Global Benefits Attitude Survey 2020