

Use program champions to support financial wellness programs



People surveyed in our study who use financial wellness programs are

54% more confident

they can weather a crisis and still save¹

By creating a strong, connected culture that focuses on happiness and health (physical, mental, and financial), you can directly impact employee satisfaction and, ultimately, behavior.

A good first step is to offer financial wellness programs. Real behavior change, however, demands a well-planned rollout, an effective communication strategy, and commitment from employees. How do you get that commitment? Make program champions a key component of your program.



What's a program champion?

While it's vital to have leadership support, it's best to combine it with a grassroots approach. Program champions are mission-driven, motivated employees who have a passion for your program's goals and are well-connected and trusted by their peers.

Once your program champions have been identified, they should be asked for their involvement and support. Their passion is important to their roles, so make sure they're excited, feel honored to be invited, and know that they'll be supported in their other responsibilities if they choose to be part of this select group.



The program champion role in training

Every company culture is different. Your program champions were chosen because they know how to get their colleagues on board, how best to communicate with them, and how to keep them engaged. Giving program champions the autonomy to do what they believe will work best drives wellness program adoption and, ultimately, positive behavior change.

Clear communication of your program's value is vital to its success, but it's also important to meet people where they are, allow them to ask questions they may have been afraid to ask, and come up with programs that are fun and easily kept top of mind.



Program champions make a personal impact

Program champions can have an immediate, measurable impact on your financial wellness program. Financial health and personal finance-related issues can be difficult to talk about. By creating a culture in which employees can ask their peers program-related questions and get help understanding goals and potential outcomes, you can help break through employee reluctance to participate. Use the expertise and strong employee connections of your program champions to make your financial wellness program a success.

¹ Lincoln Retirement Power® Study, 2021.

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