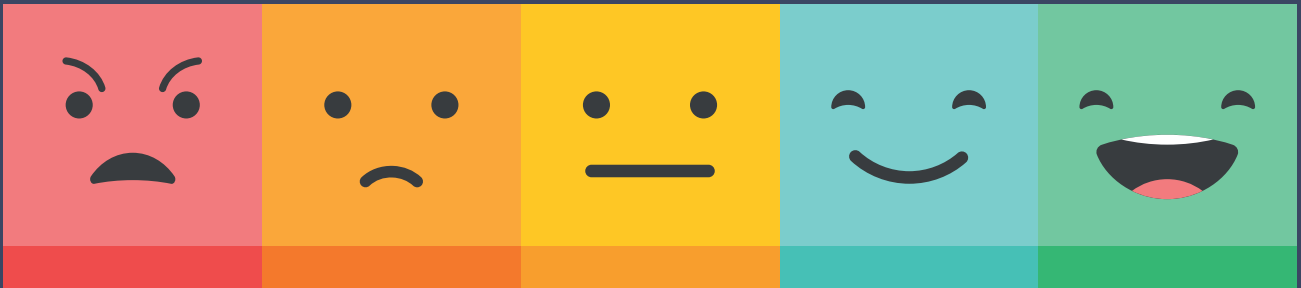


like minds

money<sup>\*</sup>minded™



Financial wellbeing to help your  
people think and feel differently  
about their money

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The challenges of dealing with money are more complex than ever. Whether borrowing to move up the property ladder, saving for retirement or just trying to make ends meet, money's impacting people's lives and it's impacting their work. We want people to feel good about their money and, as a result, to feel better about their life, their work and their employer.

A well planned communicated approach to financial wellbeing can have a number of benefits for your organisation.

**60%** of businesses want to embrace helping employees with financial wellbeing if they can get clear guidance on what to do.\*



\* FAWG March 2017

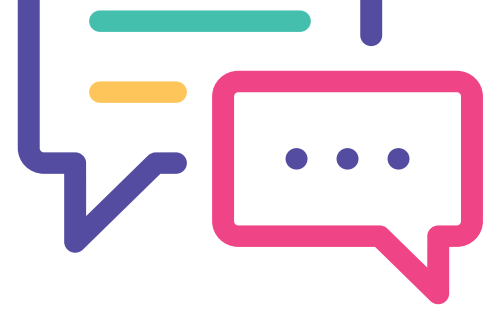
- ✓ It delivers the missing element in the employee wellbeing agenda
- ✓ It supports your people in dealing with the main cause of stress in the UK
- ✓ It helps your people navigate the changing financial landscape
- ✓ It differentiates your employer brand
- ✓ It can support your overall reward strategy, ensuring every £ spent goes further



Tel: 01926 863000

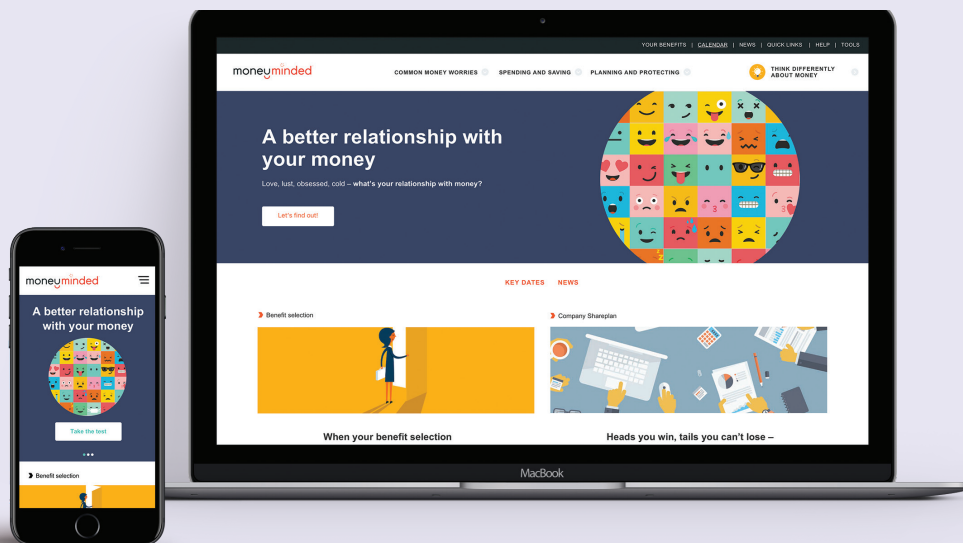
Email: [hello@likeminds.uk.com](mailto:hello@likeminds.uk.com)

# Money Minded™ – the talk of the town



With Money Minded™ we've got people thinking differently about their relationship with money. Through Money Minded™ employees can:

- ✓ Identify their money persona through a quiz and discover content relevant to them.
- ✓ Find guidance on 'common money worries' and practical help with their personal finances at key stages of life.
- ✓ See where their reward package can help them with their financial wellbeing.
- ✓ Understand their psychological approach towards money and begin to think more positively about money.
- ✓ Keep on top of the latest money news relevant to them with the news feed and calendar.



# How can we help?

We can help with your financial wellbeing strategy in **3 different ways** depending on your needs.

1

Implementation of our unique Money Minded™ portal to bring all your financial wellbeing programmes into a single hub.

Portal

2

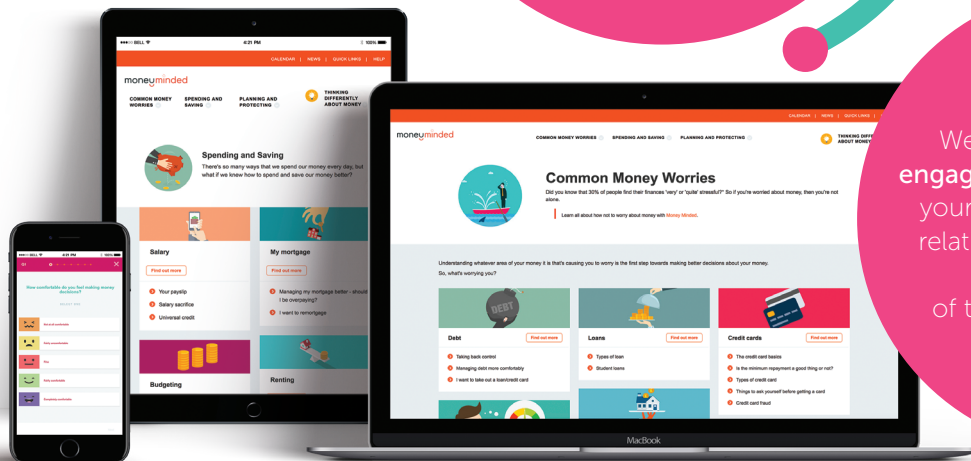
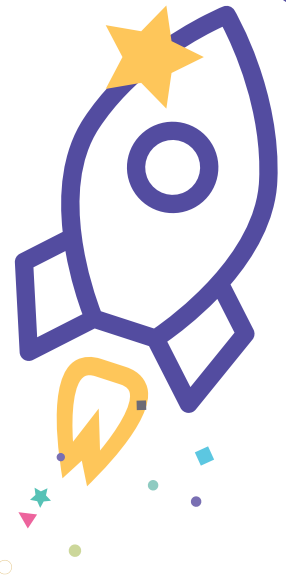
Providing licensed access to over **60 articles**, **2 current news items per month** and a **range of videos** to help people tackle their day to day money challenges. These can be used by you on whatever platform that suits you and your people best.

Content

3

We can develop **bespoke engagement campaigns** to help your people develop a better relationship with their money and make the most of the benefits you provide for them.

Campaigns



# Here's how we helped Virgin Money

Money Minded™ is now helping employees up and down the country! Virgin Money introduced the Money Minded™ portal to support their UK employees.

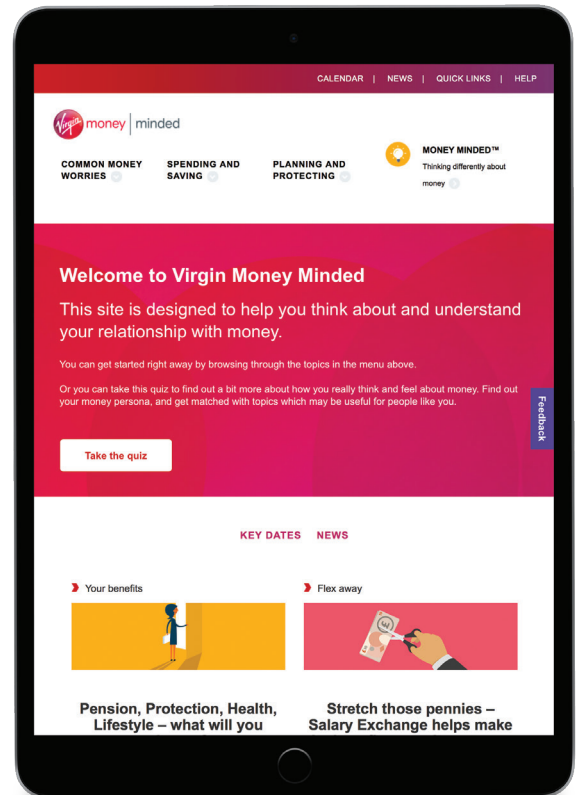
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*"We have introduced Money Minded™ as a new financial wellness resource for our employees, to support their financial wellbeing, lifestyle and build on the work we have already done seeking to improve mental health for our colleagues. Importantly, it needed to be a good fit with our culture, independent of any product or wealth management service, and also very sensitive to the need for employee data confidentiality. We also wanted to support employees by providing personalised information – not just focused on their age group and circumstances, but on who they are as real people.*

*In keeping with our company values, we also wanted to bring something inventive and fun to our wellbeing programme. The quiz and personas elements are novel and engaging and have certainly got people talking."*

**Glen Rudd**  
Pensions Manager at Virgin Money

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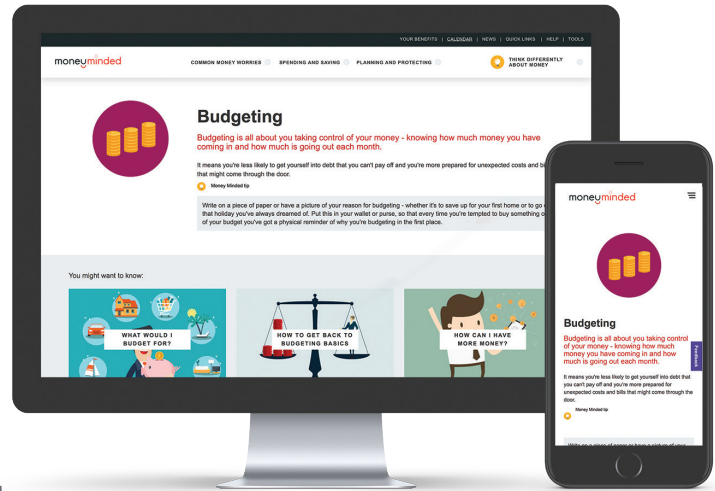
Tel: 01926 863000

Email: [hello@likeminds.uk.com](mailto:hello@likeminds.uk.com)

# Next steps

We'd love to tell you more about Money Minded™ and how we can help you!

Don't hesitate to get in touch with us.



**Ready for a better relationship  
with money?**

**Then let's get the ball rolling!**

**Tel: 01926 836000**

**Email: [hello@likeminds.uk.com](mailto:hello@likeminds.uk.com)**

ISO 27001 accredited. Registration number ISM7799235

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