

## **PRESS RELEASE**

### **“SURVIVING THE RECESSION - SIMPLE STEPS TO TRANSFORM YOUR FINANCES”**

**The Money Doctor launches an Employer-sponsored seminar for the benefit of hard pressed Employees, empowering them to structure and budget their own finances, slash living costs and maximise their savings.**

#### **How the Money Doctor can help**

*John Lowe*, author of the *Money Doctor* guides and one of Ireland's best known personal finance gurus, is offering employers the opportunity to improve the financial education of their employees and in so doing, contribute to their own bottom line with greater productivity.

#### **The Employee seminar package**

- One-off seminar or series of seminars covering all aspects of personal finance and planning – one and a half hour duration to include a Q & A session *at any time* to suit employer/employee
- One-to-one financial counselling also available if required
- Free work pack including fact sheets and action guides given to all employees.
- Latest *Money Doctor Finance Annual* guide offered to all employees at discount
- Presented in person by *John Lowe* and his team
- Complete turn-key package and cost effective.

#### **Benefits to the Employer**

Research suggests that a well-executed workplace financial education programme is likely to reap great rewards as it is

- **A practical and inexpensive way to help staff with one of their greatest worries: their personal finances.**
- **A cost-effective way – **it's fully tax deductible** - of boosting staff loyalty.**
- **Highly topical and demonstrates employers understand what is important to employees.**
- **The corner stone of family friendly employment policy**
- **Helping to reduce absenteeism** ( €793m lost per annum, 3.5% or 8 working days per year – that's 12 million days every year : source Small Firms Association 2008. This study found that back pain/injury and stress were the principal reasons for being absent )
- **Helping to reduce employee turnover rates** ( this can be calculated in monetary terms )
- **Increasing employee productivity and competitiveness**
- **Increasing contributions to the company pension scheme**

#### **Benefits to the Employees**

With the recession beginning to show its teeth, helping staff to better manage their money and look forward to the future has to be a major driver to attend this presentation funded by their employer. This is what they will learn :

- **How to plan, set budgets and financial goals**
- **Coping with and managing debt quickly and easily**
- **Cutting down your banking bills**
- **Savings and investments – where the best deals are and maximising the returns**
- **Life & health cover – what you should have and what you should drop**
- **Pensions – all you ever wanted to know but did nt have the time to ask**
- **Insuring your possessions – the right way**
- **Fact sheets on**
  - Top 15 Tips – Cars, Fuel & Electricity
  - Top 20 Tips – Lifestyle & Miscellaneous
  - Top 20 Tips – Food drink and household items
  - 10 entrepreneurial ideas to make extra cash

**There is a Q & A after each seminar**, with Money Doctor team on hand to answer any immediate queries employees may have.

These seminars will help change employee behaviour patterns that negatively affect job performance while at the same time, build their assets and reduce their debt. They will also far better appreciate the employer-provided benefits and it even may increase their ability to retire early or at least on time.

### **About John Lowe**

*John Lowe* is one of Ireland's best known financial advisers. He is author of the best selling *Money Doctor Finance Annual* guides and *50 Ways to Wealth* (all published by *Gill & Macmillan*), a regular feature writer (*NUJ* member) television and radio broadcaster, commentator and public speaker. A *Fellow of the Institute of Bankers* and with over 30 years in the finance business, he is founder and managing director of *Money Doctor*, the trading name of *Providence Finance Services Limited*, since 1999 which is an **Authorised Advisor** and regulated by the *Financial Regulator*. Now instead of *selling*, the *Money Doctor* is *telling*.

**Everyone** knows the real challenges that businesses are experiencing in the current economy and most employees are willing to work with employers to ensure the survival of the business.

In every aspect of current workplace sentiment, whether job satisfaction, motivation, morale, perceived stress levels or job security, for employers in survival mode, it is important to recognise the value of a fully focused workforce to the eventual recovery of their business.

“Reduced incomes, levies, increased living expenses, servicing immediate household debt and concerns about the future value of pensions and savings are causing sleepless nights for a large portion of the population” says *John Lowe, the Money Doctor*.

“We are experiencing a huge increase in enquires from stressed, anxious and worried people seeking help from the *Money Doctor* because they feel they have lost control of their lives as the economic recession grinds on, as unemployment numbers rise and as financial security appears

to be evaporating. What employees need is sound, independent, impartial financial advice in plain English from someone they feel they can trust to bring financial stability and options to their lives”

While most surveys have been carried out in America and the UK, it would be fair to say that Ireland’s employees would be even more affected than our overseas brethren :

- ***Workers financial stress may hurt productivity*** (USA Today)
- ***Poor personal financial planning behaviours breed productivity-inhibiting stress for roughly 15 percent of US workers*** (Dr E. Thomas Garmen)
- ***Job stress leads to increased absenteeism, tardiness and desire to quit*** (Journal of Occupational and Environmental Medicine).
- ***One in four of American workers are seriously financially distressed, causing negative impacts to individuals, families and employers*** (Dr E. Thomas Garmen)
- ***Employee financial education is a critical component of employee-wellness programmes***

**The cost of each seminar is a minimum €500** depending on numbers and includes advice on dealing with debt, managing credit cards, slashing costs, mortgages, savings, investing, insurance and retirement. **To ensure that each seminar is focused on employees’ areas of interest, the *Money Doctor* also provides a secure survey service where employees, in confidence, can indicate their main concerns and worries so that seminars can be focused and tailored accordingly.**

Each employee also receives personal finance fact sheets, hand outs and the opportunity to purchase the best-selling perennial *Money Doctor Finance Annual* (... “a terrific book that you can dip in and out of – and written in a very user-friendly way” - **Gay Byrne** ) at a special discount price.

*A telephone helpline is also available.*

You can book *John Lowe* and his team by contacting :

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