

Quick read

Cost of living crisis



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The cost of living is rapidly rising around the world. Ongoing supply chain issues and a world readjusting post-pandemic have driven inflation and good shortages to become the norm. Governments are forecasting a lean year. Financial stress is a worry for every person. For employees, money concerns can have a debilitating impact on their mental and physical wellbeing and productivity.

With such a growing global problem, businesses must understand employee financial needs the same way they understand the business P&L to ensure ongoing success.

We've created a short guide to explain the impacts of the crisis, the effects of financial stress on employees and how the Virgin Pulse can help your organization navigate this difficult time.





The impact of the crisis

The cost-of-living crisis is a phrase that will be commonly used throughout the year. You may be wondering what it is? It's a combination of things. First up, it refers to the fall in real income and salaries. This is then compounded by rising inflation and household goods, fuel, and energy prices.

Naturally, all of these will impact your employees too. There have been proposed tax hikes alongside the rise in prices, meaning workers have less in their pockets at the end of the month. Science has shown an enormous cognitive toll on people battling financial pressure, equivalent to a 13-point deficit in IQ.

Financial stress isn't just left at the door. Employees are carrying their stress over into their work too. Figures show that 22% of employers face reduced productivity, with the same number also facing a loss of talent due to employee money worries.



86%

of employees say their financial stress impacts their productivity



88%

of employees say financial challenges have a negative impact on their mental and physical health



51%

of employees are more stressed about their finances today than they were during the height of the pandemic



1/4

of the workweek is spent dealing with financial issues

Source: [SoFi at Work and Workplace Intelligence, April 2022](#)



How can you support your diverse workforce?

Implement a financial wellbeing program that creates and nurtures healthy financial habits

Offer a trusted, accessible space for employees to go for financial health advice and resources, such as [ecosystem partner Enrich](#), your EAP, or coaching integrated into your health & wellbeing program

Show employees how Pulse points (or your reward design) can be used to purchase gift cards to help impact gas and food prices – consider leveraging vouchers or surprise reward days to increase engagement (a win-win!)

How we can help you

The Virgin Pulse platform is multi-faceted. We pride ourselves on providing a personalized platform purpose-built to engage members daily and cultivate healthy habits. We look to support members on their mental and physical wellbeing journeys, no matter what stage they're at.

This includes helping our members with financial wellbeing and getting their mental health back on track when they're facing some difficult moments. And supporting them to create healthy money management habits where needed.

Here are some of the ways we can help you support your team via our platform:

Daily content cards

Daily content cards are wellness tips that provide members with concise, digestible nuggets of health and wellbeing content. Financial cards include, Do you know how much money you spend each week? Keep track of how much you put on your credit card or pay in cash.

Healthy habit trackers

Our financial wellbeing trackers cover everything from bringing lunch to work to skipping the coffee purchase – taking one step per day towards a long-term financial goal.

Healthy habit challenges

Financial-based challenges are promoted to employees. We offer 18 Healthy Habit Challenges around financial wellbeing, including On Budget, Spending Break, and Track Spending. Members can challenge themselves or others on these specific trackers. We can also create customized Healthy Habit Challenges.

Digital coaching – Financial Journeys

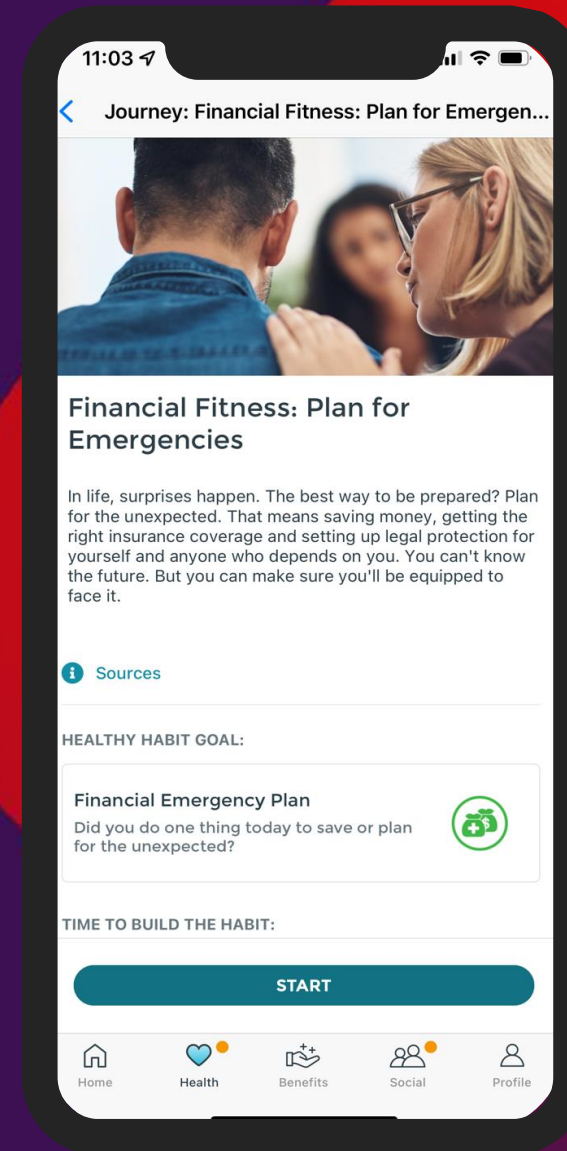
We offer evidence-based digital coaching around financial wellbeing through Journeys. There are six specific paths relating to financial wellbeing, including 'Shrink Your Debt' and 'Stash Some Cash'.

Changing lives for good.®

Speaking about the cost of living is not an easy conversation. Let Virgin Pulse help you in supporting your employees in their journey to better financial wellbeing.

Speak to a member of our team today.

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