

GENMONEY



Financial Wellbeing Services

EMPOWER YOUR
EMPLOYEES



ABOUT US

We empower employees across the UK with the knowledge and confidence to take control of their finances. Our mission is to equip your people with practical skills for lifelong financial independence.

Partnering with HR, Wellbeing, People and Culture professionals, we integrate financial wellbeing into learning and professional development, fostering a culture of financial confidence.

Through interactive workshops and webinars, we deliver engaging, expert-led financial education with a fresh, gamified approach—making financial literacy accessible, practical, and enjoyable. Let's work together to support staff success.



OUR MISSION

Our goal is to make financial literacy engaging, practical, and accessible for people in the workplace across the UK.

By partnering with HR, Wellbeing, People and Culture decision-makers, we provide fun, inclusive, practical and community-led content that makes learning about money both meaningful and enjoyable.

EMPLOYEE WELLBEING

On-demand & live personal
finance workshops and webinars

£6.6bn

is the annual cost for
presenteeism for UK
employers

22%

of Full Time workers
with declined
productivity due to
financial worries

£3.7bn

aggregate cost of
employee absenteeism
due to financial
concerns

Source: Centre for Economics and Business Research, Financial Wellbeing Report 2023

Why Financial Wellbeing Matters

Money worries are the number one cause of stress for UK employees – impacting performance, engagement, and retention. When staff are financially anxious, productivity falls, absence rises, and your culture suffers.

Financial wellbeing isn't a "perk" anymore. It's a business-critical investment that shows your people you care where it matters most: their money, mindset, and future.

How GenMoney Helps

We partner with HR and Wellbeing teams to make financial wellbeing real, relatable, and results-driven. Our services include:

- 🔊 Weekly financial wellbeing insights
- 🔊 Awareness weeks & wellbeing campaigns
- 🔊 Interactive webinars & expert talks
- 🔊 Employee surveys & wellbeing assessments
- 🔊 Bespoke financial wellbeing strategies aligned to your culture

We're inclusive, jargon-free, non-judgemental and promise not sell any products or services. Our focus is to deliver independent unbiased financial education for your people!

What People Say About Us!



NANCY

🗣️ The Money Mindset Session was very informative, engaging and practical, I got to learn about my relationship with my finances and practical ways to budget and manage my finances. I'd definitely recommend it! 🗣️



CLAUDIO

🗣️ Godman is a great speaker. He went through the four principles of effective money management the average person could understand to better manage their personal finances. I look forward to his future events, as they're usually packed with wisdom and knowledge. 🗣️



NADINE

🗣️ Through the money mindset course with Genmoney, I now have a stronger more positive approach towards managing my money. Definitely recommend! 🗣️



MICHAEL

🗣️ Godman's finance presentations demonstrate his extensive knowledge and experience, benefiting both novices and those experienced individuals who struggle with money mindset and management tools to reach their financial goals. 🗣️

WORK WITH US

GenMoney embodies a relatable, inclusive, slightly informal, and community-driven approach to learning and talking about money - we'd like to show you how today!



STAFF LEARNING FORMAT



LIVE WEBINAR

Interactive and engaging, offering real-time Q&A to clarify any staff concerns.

WORKSHOPS

Hands-on learning environments where staff can create budgets, understand payslips, and track expenses.

ON-DEMAND COURSES

Self-paced, on-demand content for staff who want to learn at their own pace.

GAMIFIED CONTENT

Fun insightful Quizzes
Savings Challenges

DURATION

1-Hour Sessions



Financial wellbeing isn't a perk – it's your people strategy





FOCUS: MONEY PRINCIPLES

OBJECTIVE: HEALTHY MONEY HABITS

COURSE: MONEY MADE SIMPLE

- Identifying Your Money Personality & Spending Patterns
- Creating a Realistic Budget That Works (intro to the 50-30-20 Rule)
- Building a Sustainable Savings Routine

COURSE: MONEY MINDSET MASTERY

- Managing Expectations (Needs vs Wants) & (Rich vs Wealthy)
- Mastering your Money Personality & Overcoming The Scarcity Mindset
- Challenging Limiting Beliefs & Improving Your Mental Diet

COURSE: PAYCHEQUE TO PURPOSE: ALIGNING YOUR MONEY TO GOALS

- Setting Short- and Long-Term Goals
- Prioritising Needs vs. Wants
- Tracking Progress Without The Stress

COURSE: DEBT-FREE FUTURES: TACKLING BORROWING WITH CONFIDENCE

- Good Debt vs. Bad Debt Explained
- Strategies For Paying Down Debt
- Protecting Your Credit Score

COURSE: SMART SAVINGS HACKS FOR EVERYDAY LIFE

- Automating Savings
- Leveraging Apps & Workplace Tools
- Emergency Funds Explained

“ When money stress drops, performance and culture rise ”



FOCUS: MONEY AT WORK

OBJECTIVE: MAXIMISE WORKPLACE BENEFITS & SUPPORT

COURSE: UNDERSTANDING YOUR PAYSLEIPS

- **Breaking Down Tax, NI, And Pension Deductions**
- **Key Workplace Benefits Explained**
- **Common Mistakes And How To Spot Them**

COURSE: MAXIMISING WORKPLACE BENEFITS

- **Salary Sacrifice Schemes**
- **Workplace Savings And Perks**
- **How To Calculate Real Value**

COURSE: THE WELLBEING TOOLKIT AT WORK

- **Accessing Financial Wellbeing Services**
- **Mental Health And EAPs**
- **Knowing When And Where To Get Help**

COURSE: MONEY & CAREER PROGRESSION

- **Negotiating Pay Confidently**
- **Using Benefits To Support Professional Development**
- **Planning Ahead For Career Milestones**

COURSE: FINANCIAL RIGHTS AT WORK

- **Understanding Contracts And Pay Entitlements**
- **Navigating Sick Pay, Maternity/Paternity Leave**
- **Knowing Where To Turn For Help**

“ Give your people the confidence to thrive – inside and outside work ”



FOCUS: MONEY & PROPERTY

OBJECTIVE: EMPOWER SMARTER RENTING & HOMEOWNERSHIP DECISIONS

COURSE: RENTING SMARTER: WHAT EVERY TENANT NEEDS TO KNOW

- Understanding Tenancy Agreements
- Deposits, Bills, And Rights
- Avoiding Common Rental Traps

COURSE: FIRST-TIME BUYER FOUNDATIONS

- Saving For A Deposit
- Understanding Mortgages
- Government Schemes And Support

COURSE: PROPERTY PITFALLS: AVOIDING COSTLY MISTAKES

- Unexpected Costs Of Home Ownership
- Insurance Basics
- What Surveys Really Tell You

COURSE: HOME AS AN INVESTMENT

- Equity Explained Simply
- Renovation Vs. Value Return
- Long-Term Property Planning

COURSE: THE FUTURE OF HOUSING

- Renting Vs. Buying Trends
- Co-Living And New Models Of Ownership
- What Gen Z And Millennials Need To Know

“Financial Wellbeing is no longer a nice-to-have - it's a priority for your people and their wellness!”

FOCUS: MONEY & FAMILIES

OBJECTIVE: CONFIDENCE TO SUPPORT LOVES ONES



COURSE: FAMILY FINANCES 101: BUDGETING FOR EVERYONE

- Joint Finances And Shared Expenses
- Planning For Childcare Costs
- How To Make Family Budgets Work

COURSE: THE COST OF KIDS: PLANNING AHEAD

- Child Benefit And Tax Credits
- Everyday Childcare And School Costs
- Saving For Their Future

COURSE: MONEY CONVERSATIONS THAT MATTER

- Talking About Money With Your Partner
- Navigating Different Money Personalities
- Setting Financial Goals Together

COURSE: CARING FOR AGEING PARENTS

- Understanding Care Costs In The UK
- Navigating Power Of Attorney
- Balancing Personal And Family Finances

COURSE: BUILDING GENERATIONAL WEALTH

- Saving And Investing For The Long Term
- Setting Up Junior ISAs And Trusts
- Passing On Healthy Money Habits

“Financial stress is silent, but it shows up in performance, presenteeism, and health”



FOCUS: PROTECTION & PENSIONS

OBJECTIVE: PROVIDE LONG-TERM STABILITY AND SECURITY

COURSE: PENSION BASICS MADE SIMPLE

- **Workplace Pensions Explained**
- **How Much Should You Contribute?**
- **Pension Freedoms And Options**

COURSE: FUTURE-PROOFING WITH INSURANCE

- **Life Insurance And Income Protection**
- **Critical Illness Cover**
- **Avoiding Over- Or Under-Insurance**

COURSE: RETIREMENT READY: PLANNING BEYOND THE PAYSHEET

- **How To Calculate What You'll Need**
- **Maximising Employer Contributions**
- **Retirement Lifestyle Planning**

COURSE: WILL POWER: WHY ESTATE PLANNING MATTERS

- **Writing A Will In The UK**
- **Protecting Assets For Dependents**
- **Reducing Inheritance Tax**

COURSE: THE FINANCIAL SAFETY NET: BUILDING LONGTERM SECURITY

- **Emergency Funds As Protection**
- **Balancing Pensions With Present Needs**
- **Setting Financial Priorities Over A Lifetime**

“
Financial education today
creates financial freedom
tomorrow
”

EMPOWER YOUR PEOPLE WITH GENMONEY

Equip your people with essential financial education for life.

Email hello@genmoney.co.uk to explore the right workshops and strategy for your team.

Together, we are building a future where your people thrive financially in the workplace and beyond



GENMONEY LIVE

- **Workshops & Webinars**
- **Courses & Masterclasses**
- **New Joiners Financial Wellbeing Inductions**



FINANCIAL WELLBEING STRATEGY

- **Year-round personal finance awareness campaigns**
- **Bite-sized prompts via email throughout the year**



GAMIFIED CONTENT

- **Fun insightful personal finance quizzes**
- **Gamified Savings Challenges**
- **Personal Finance Celebrity Case Studies**



COACHING & ACCOUNTABILITY PROGRAMMES

- **Financial Mentoring Programs**
- **Budgeting Coaching**

We are an independent and unbiased financial education company and are not authorised by the Financial Conduct Authority (FCA) to provide financial advice. Neither will we sell specific products or services to you or your people