

Ξ X I M I Λ

Money psychologies

Communicate Total Reward to all your people,
whatever their relationship with money.



You know your people...

Some will save every penny they can.

Some are living month to month.

Others go on a payday shopping spree.

And that's across all pay bands and departments.

Because everyone has a different
relationship with money.



Money psychology is influenced by our experiences. It starts in childhood, and develops throughout our lives.



So how do you communicate to people with different money psychologies about your share plans, pensions and other rewards?

Meet your characters!

(and learn how to connect with them.)



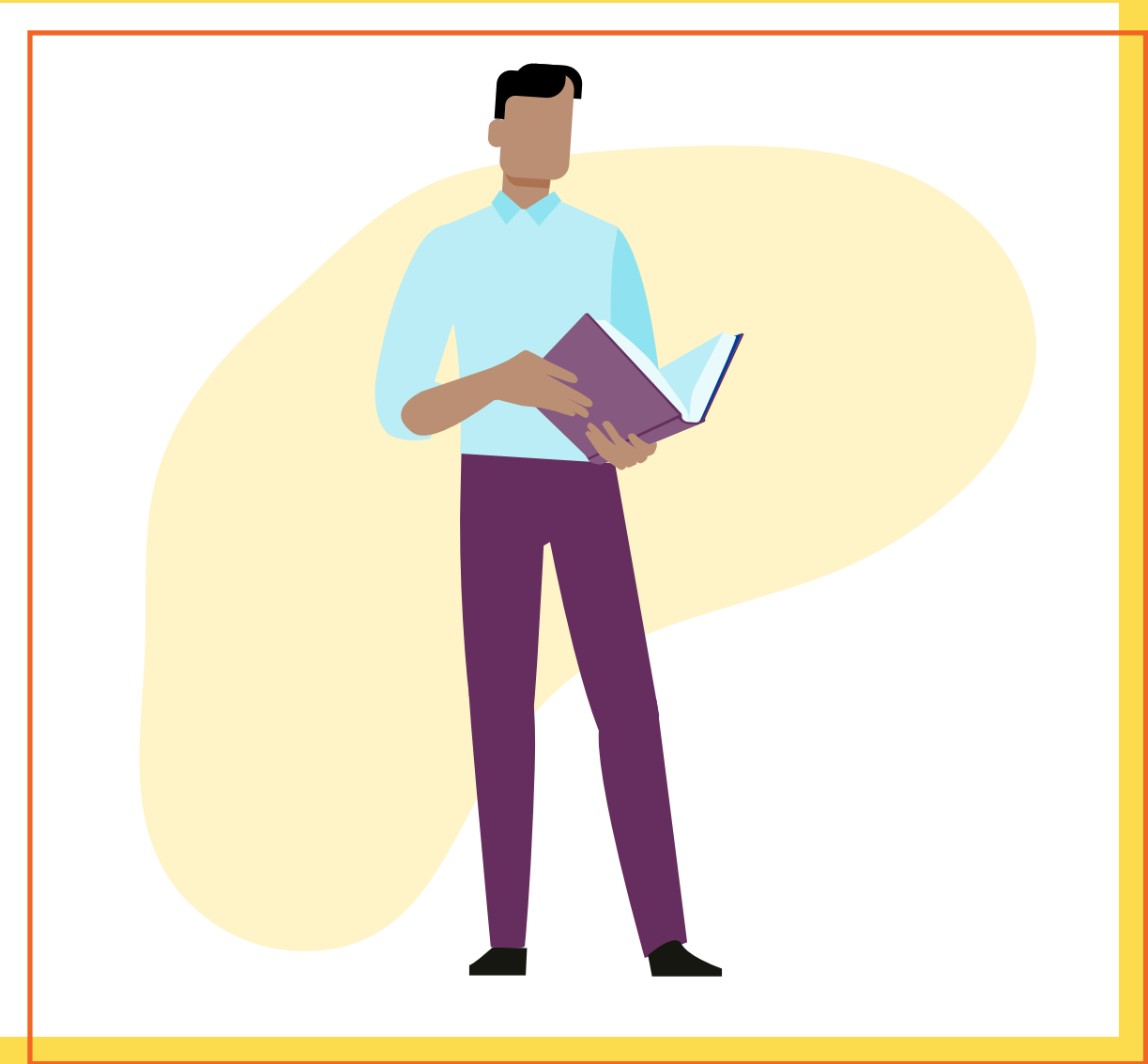


THE GUARD

Money makes him feel safe and in control. He budgets. He has financial goals and savings. But sometimes his budget means he misses out on opportunities. He can either be seen as organised or cheap by his colleagues.

Appeal to his need for control and security. Be specific about his share plan or pension contributions. Give him access to online calculators so he can see exactly what his contributions mean for him.





THE THINKER

Money gives him confidence that he'll achieve his future goals. He makes financial decisions based on his values and long-term prospects. His colleagues either see him as responsible or conservative.

Appeal to him by being clear your share plan is a long-term investment that will help his financial stability. Position it as a helping hand towards achieving his future goals.



THE VIP

Money makes her feel positive about her image; she'll share it with others, and can be seen as generous. However, it can mean she doesn't have savings for when the unexpected occurs.

Appeal to her in your pension communications by making it clear how much money she'll need to achieve her lifestyle in later life. For your share plan, highlight the need to save for a rainy day.





THE HERO

Money is for sharing with others. The hero lives simply, reflecting his non-materialistic values. He can feel guilty if money is spent on personal pleasure rather than helping others.

Appeal to him by highlighting how his share plan or pensions contributions will allow him to provide for the people he cares about, in the future.

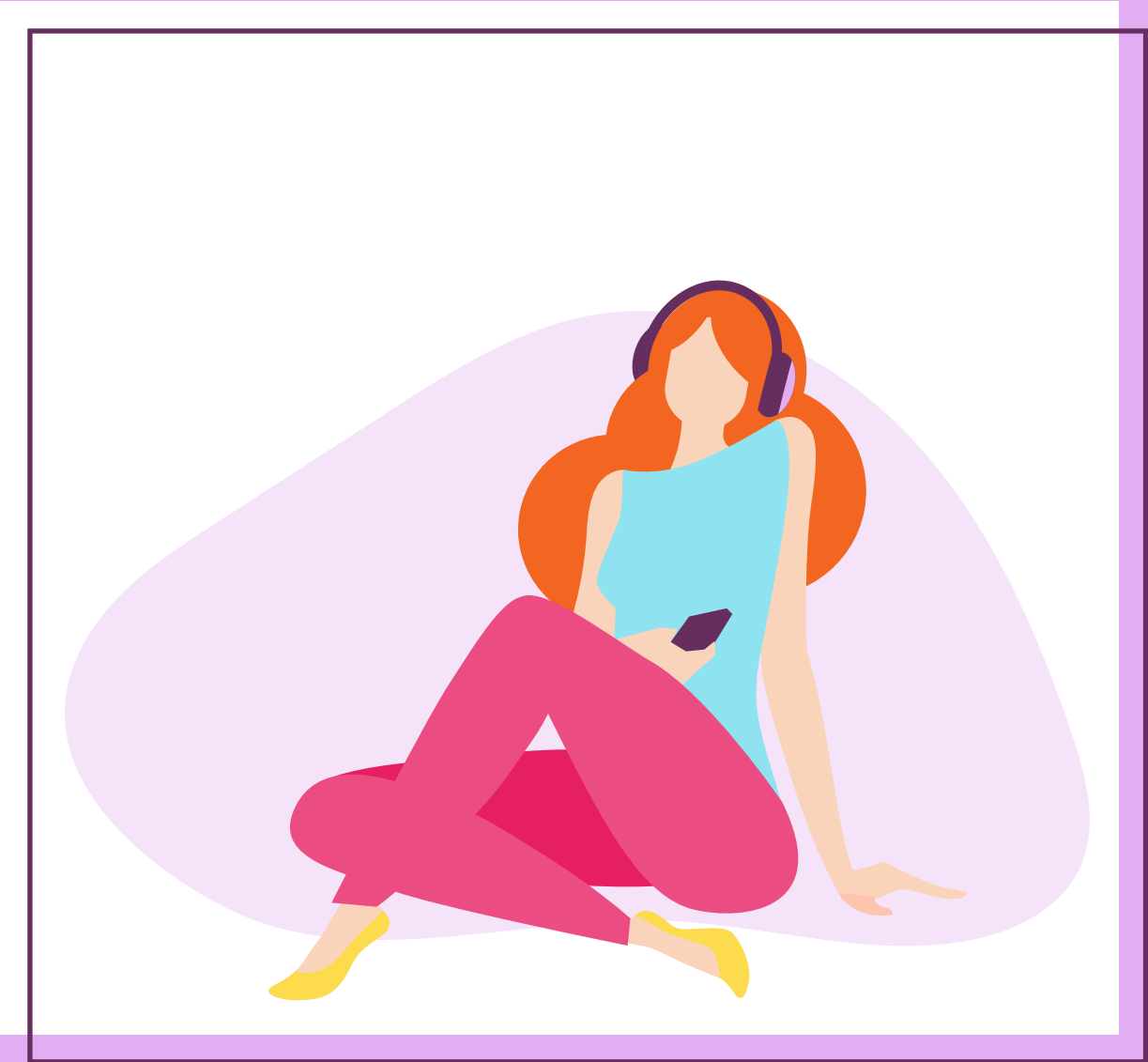


THE ADVENTURER

Money helps her live for the here and now. She's fun-loving and impulsive, and quick to take up opportunities. Which means she can struggle to control her spending.

Appeal to her by making it easy to sign up to any reward opportunity. Highlight links to more information and make the process simple.





THE BOHEMIAN

Money is not the centre of her world. She adapts easily, but her team think she's easygoing or irresponsible. She doesn't have the skills to make wise financial decisions.

Appeal to her by using language she understands. Engage her in your Total Rewards strategy by grabbing her attention with GIFs and animations, and provide the information she needs in bite-sized pieces.

EXIMIA

To engage all your people, and appeal to them whatever their money psychology, communication is key. Encourage new behaviours with regular messaging, and empower your employees with the right tools and resources to help them make informed financial decisions.

For help reaching all of your characters get in touch! We'll work with you to create communications that appeal to everyone.

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