

nudge



LionHeart UK and nudge partnership



Two dark purple silhouettes of hands are positioned on the left side of the slide. The top hand is reaching downwards, and the bottom hand is reaching upwards, with their fingers nearly touching, symbolizing support and assistance.

What **we** do:

We aim to offer advice that matters and support that counts for all RICS professionals and their families to help them overcome life's unexpected challenges.

Here are some of the ways in which we help:



Professional counselling with in-house BACP counsellors



Back to work help after unemployment or redundancy



Support following bereavement



Help with mental ill health, stress or anxiety



Advice on legal, business or employment issues



Debt advice



Support through serious ill-health or disability




Financial grants in certain circumstances



LionHeart Training



 Health and Wellbeing



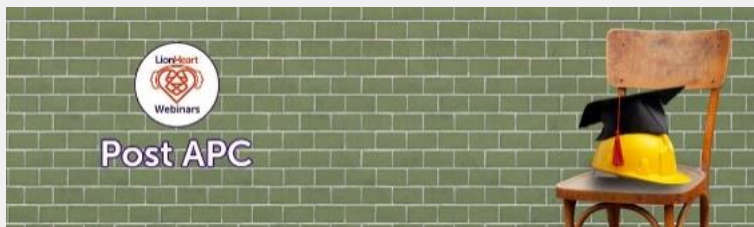
 Career and personal development



 Finances




 APC



 Post APC



 Webinar library



nudge appealed to us for 4 main reasons

- The variety of information available
- The ability to personalise what you see
- Being able to access information at a time to suit you
- The variety of different content formats



What is financial wellbeing?



When people are in control of their money, they're in control of their lives. They're happier, less anxious and more empowered.

We call this **“financial wellbeing”**.



But there is a gap



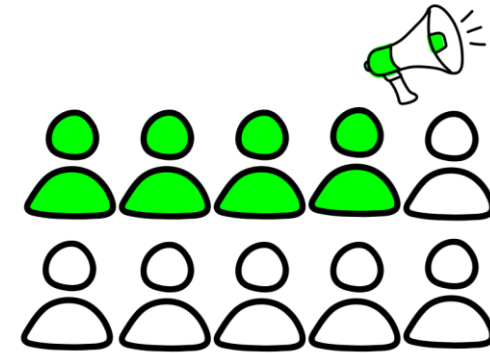
only 9%

said they received some sort of financial education



23%

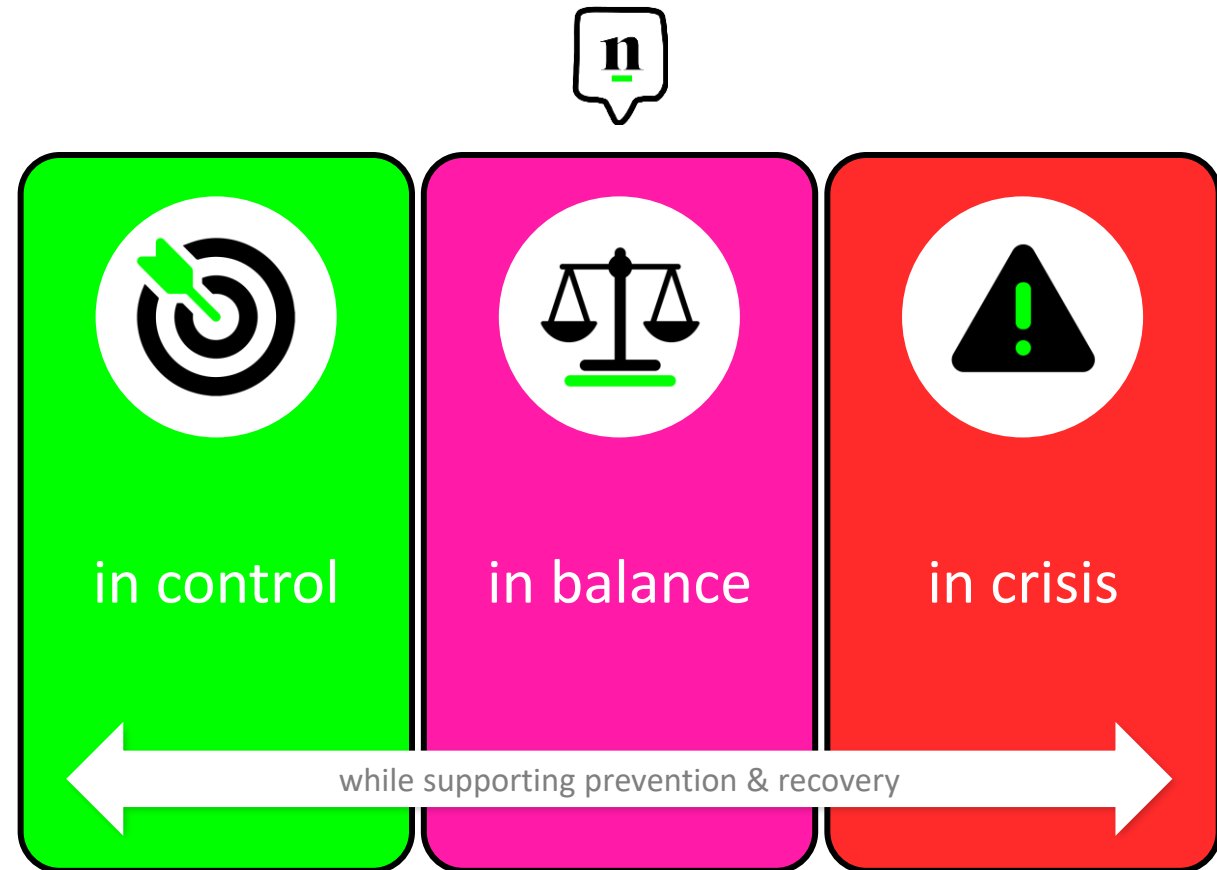
of people across the globe are entrusting their financial education and futures into the hands of YouTube



4 in 10

people rely on unregulated financial advice

Focus on prevention and recovery





Available everywhere, live in 120+ countries

NPS 71





Bromford.



The core components



nudges

Proactive and personalised ‘nudges’ that inform you when there’s an event in the world of personal finance that could impact you.



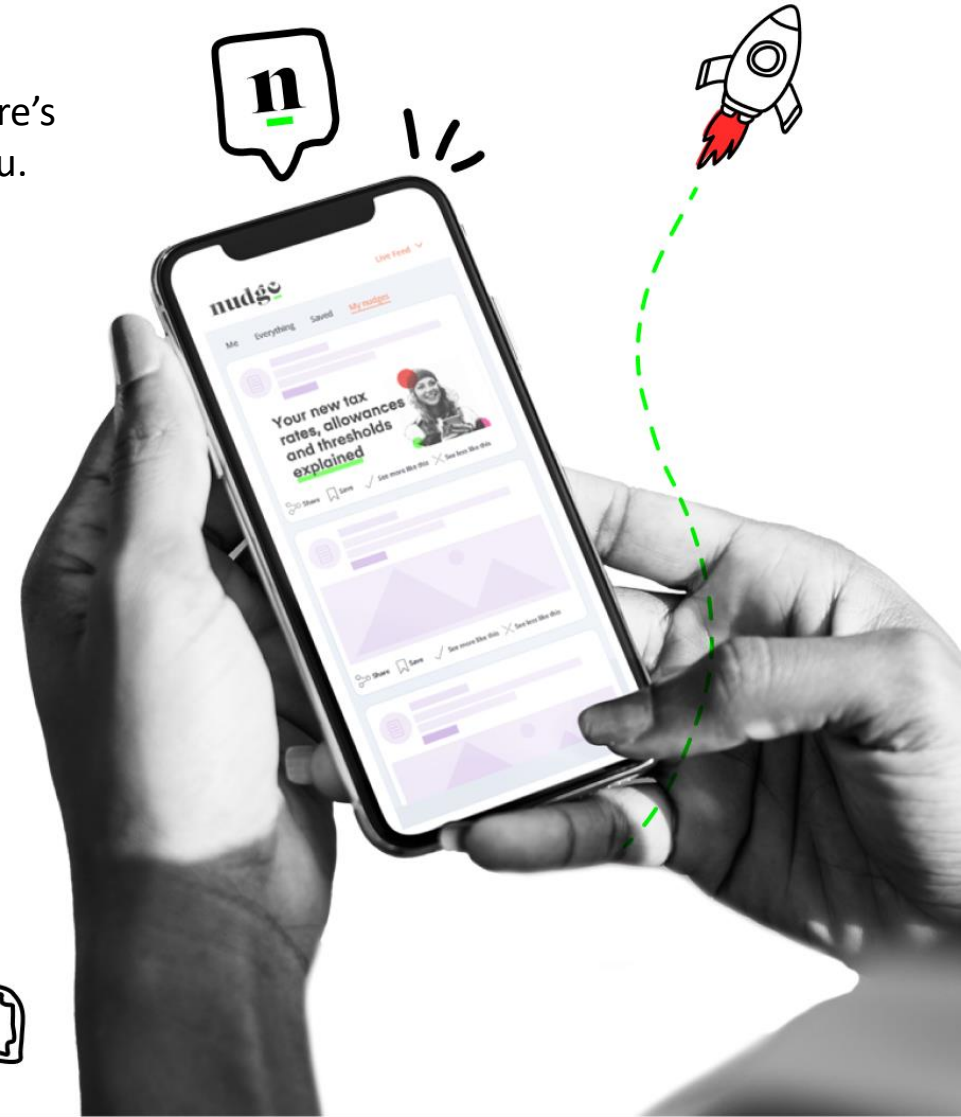
Personalised feed

A personalised feed full of bite-sized financial education posts and snackable articles, all curated to be inclusive of circumstances and interests.


























Stories

Interactive, step-by-step e-learning modules, with money management tools built into them.



Holistic education focused on the journey

- | | | | | |
|---|--|--|---|--|
|  Avoiding
scams |  Borrowing |  Budgeting |  Care and
support |  Children
and family |
|  Credit
rating |  Debt |  Disability |  Divorce and
separation |  Employment |
|  Everyday
finances |  Government
support |  Holidays
and travel |  In the home |  Inheritance |
|  Insurance |  Inflation |  Investing |  Life after
work |  Mental Health |
|  New to the
country |  New to work |  Relationships |  Retirement |  Saving |
|  Mortgages |  Student and
graduates |  Sustainability |  Tax |  Vehicles |

Full campaigns

Communication

- Client Hub toolkits with posters, banners, and messaging
- Reward nudges available

Platform

- Recommended and/or new stories, articles, and posts
- Features spotlight for your people to make the most of nudge

Masterclasses

- Live masterclasses open to all
- Stakeholder training

Awareness days

1

April: Stress Awareness Month



2

October: World Mental Health Day



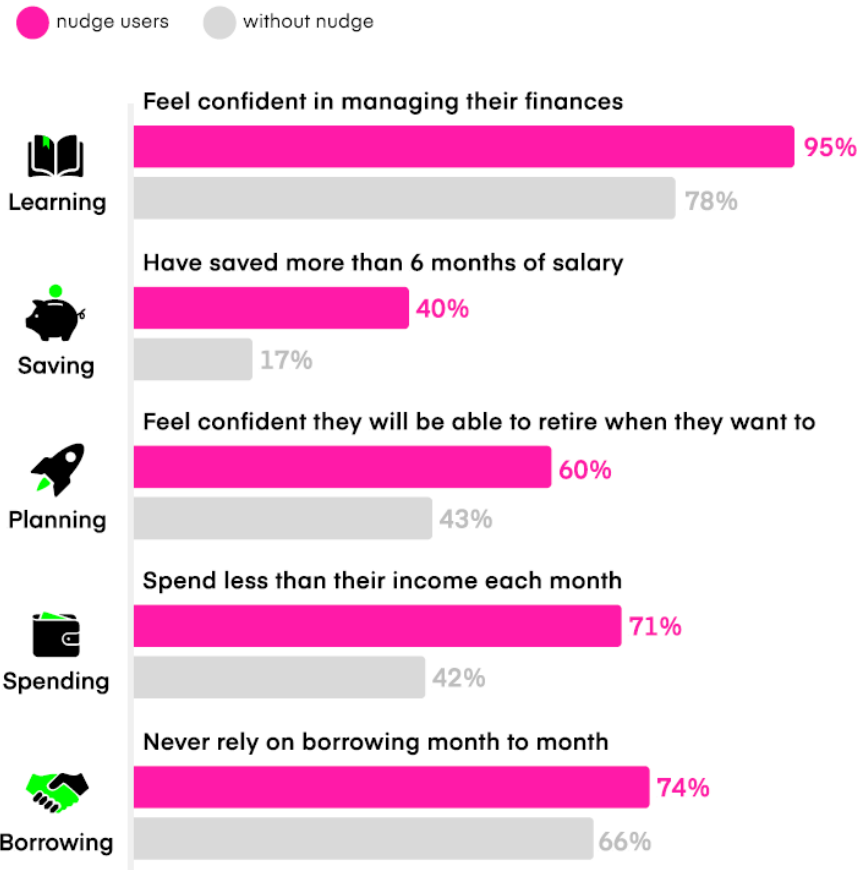
3

November: Talk Money Week



The impact of financial education (nudge)

Users



Clients

Instigate targeted campaigns

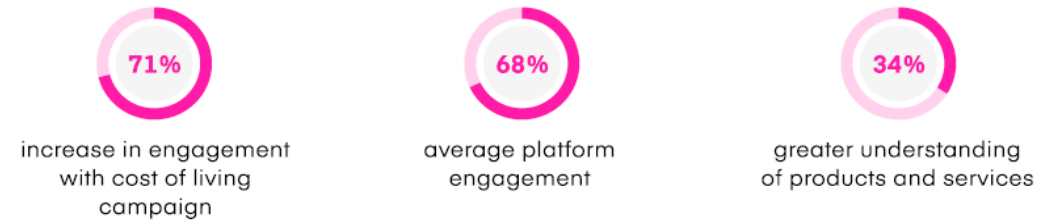
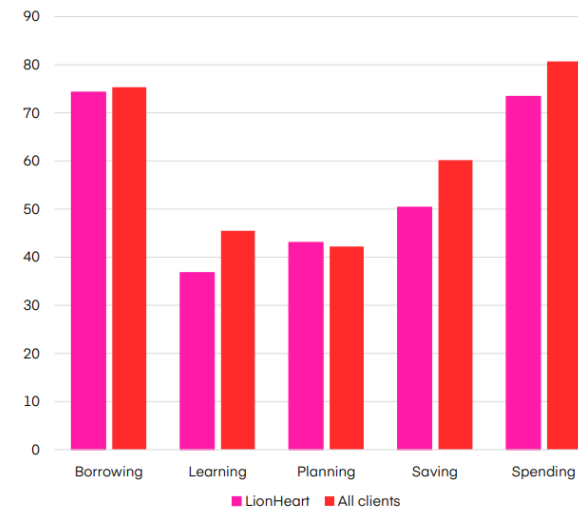


Chart 3: Financial Health Check Up by pillar



Let's connect



Scan me to find out more

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