

Help your Hispanic workers reach retirement

Let's make retirement savings culturally relevant



“Initial participation in our 401(k) plan was very low among our Hispanic employees. So we took cultural differences into account when providing retirement savings education. We now have a solid participation rate. By investing in our benefits, we retain our employees. They produce better results, which keeps our customers happy.”

— CFO, Structural and Steel Products

Culture and language barriers pose challenges for Hispanic workers. Overcoming these barriers requires more than a simple English-to-Spanish translation. That's why we've redesigned our education strategy based on the employee's needs and acculturation levels to create a culturally relevant experience. Every program is built around these five key concepts:

5 Key Elements of Engagement

- 1 Think “bicultural” not “bilingual”** – Bicultural is broader than simply using a different language. It means navigating seamlessly between Hispanic and non-Hispanic cultures. Our bicultural education specialists conduct and develop education that truly resonates with Hispanic workers.
- 2 Transcreate, don't translate** – We don't translate word-for-word; we recreate messages in a way that retains financial meaning while incorporating cultural relevance.
- 3 Keep it simple** – By identifying, developing and integrating cultural elements, we're able to help simplify some of the most complex retirement education topics.
- 4 Adjust to the mindset** – Hispanic workers may have unique attitudes toward retirement. We'll help you take that into consideration to provide more relevant information.
- 5 Incorporate the right culture and language** – We start with a detailed analysis of a company's Hispanic workforce. This allows us to see the cultural uniqueness of their organization so we can recommend customized and flexible education programs to meet their specific needs.

Hispanic Market Program Services

Are you ready to meet the needs of a significant Hispanic workforce? Depending on your needs, we have a program designed for you. Take a look at just a few of the services we offer through our Hispanic Market Program:



Focuses on materials for use at home and online

In-Language Support

- Culturally in-language enrollment & education materials
- Bicultural customer services phone professionals
- In-language interactive support system

Spanish Educational Platform

www.hola401k.com
(Online)

- Glossary
- FAQs
- "How To" Tutorials



Includes the standard program plus more ways to engage online

Spanish Educational Platform

www.hola401k.com

- Virtual education meetings
- Concept & Analogy videos
- Ongoing culturally enhanced videos



Includes the standard and premium program plus a tailored design for a culturally enhanced education and enrollment experience

Bicultural Education Benefit Enrollers*

- In-person meetings
- Webinar with Q&A custom

Consultation & Assessment of Hispanic Workforce

- Demographic & Language Analysis
- Acculturation Impact
- Participation performance & behavior
- Recommendation on the education plan design

*Based on plan dynamic and education resources availability

Let's get started

Contact your local Principal representative to learn how you can help your clients meet the retirement needs of their Hispanic workforce.



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