

Help your Hispanic workers reach their retirement goals

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

Five key elements of engagement

- 1 Think *bicultural* not *bilingual*** — A bicultural approach is broader than simply using a different language. It means navigating seamlessly between Hispanic and non-Hispanic cultures. Our bicultural experience was designed to deliver 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 explain 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 seek to understand the cultural uniqueness of your organization's Hispanic workforce so that we can recommend tailored and flexible education programs to meet their specific needs.

Hispanic participant strategy

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



In-language content and support

- Enrollment and education materials
- Educational webinars
- Bicultural retirement specialists available by phone
- Interactive voice response system that allows secure, anytime access to account information



Bicultural education benefit enrollers*

- In-person meetings
- Live webinars with custom Q&A



Hola401k Spanish educational platform

- Culturally relevant educational videos
- Concept and analogy videos
- Glossary
- FAQs
- “How To” tutorials



Principal.com en Español

www.principal.com/es

* Based on plan dynamic and education resources availability

Let's get started

To find enrollment and education materials and a link to the Hola401k platform, log in to the employer website at principal.com. From the top navigation, select Participants then Enroll & Educate.

To learn more about the services and opportunities available for your Hispanic workers, get in touch any time.



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