

Inspiring Women to Improve Their Financial Wellness

Presented by



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What we'll cover today

Identify barriers that keep women from taking action

Why retirement is different for women

Transform insights into action

Actionable tips and tools to educate women on how to get started





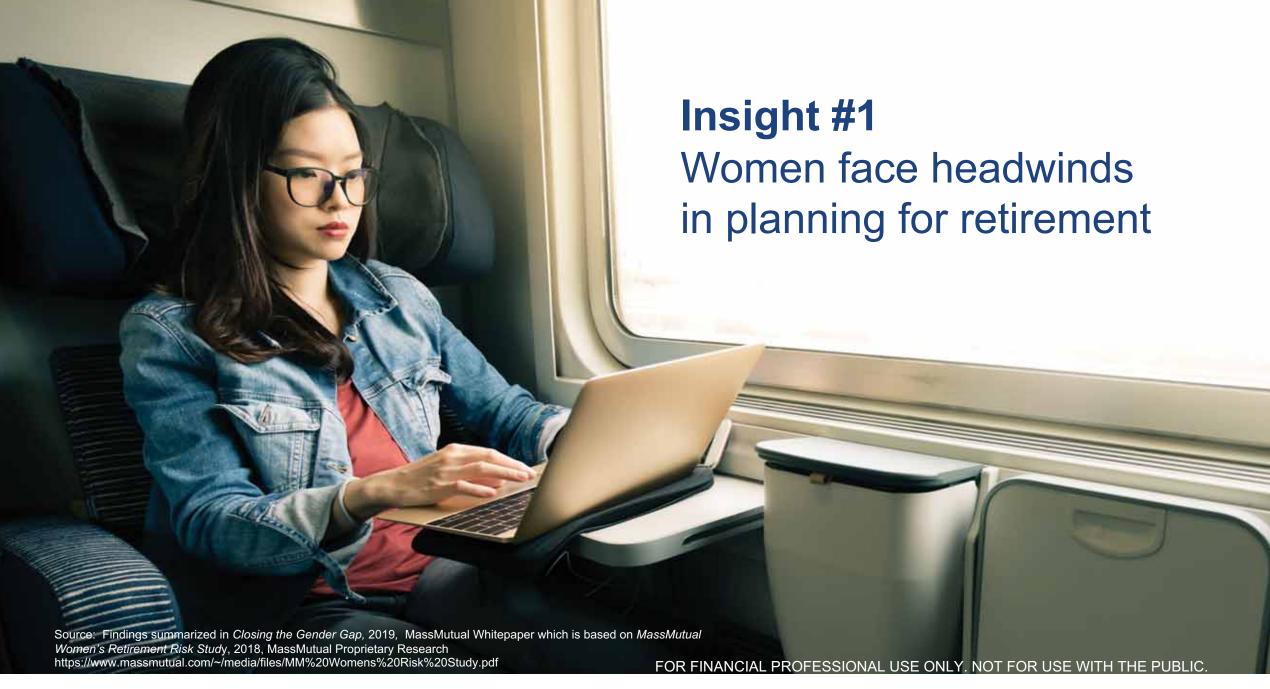
What is the opportunity for your practice?



Consider this...

For all their gains, women still lag behind men when it comes to financial wellness.



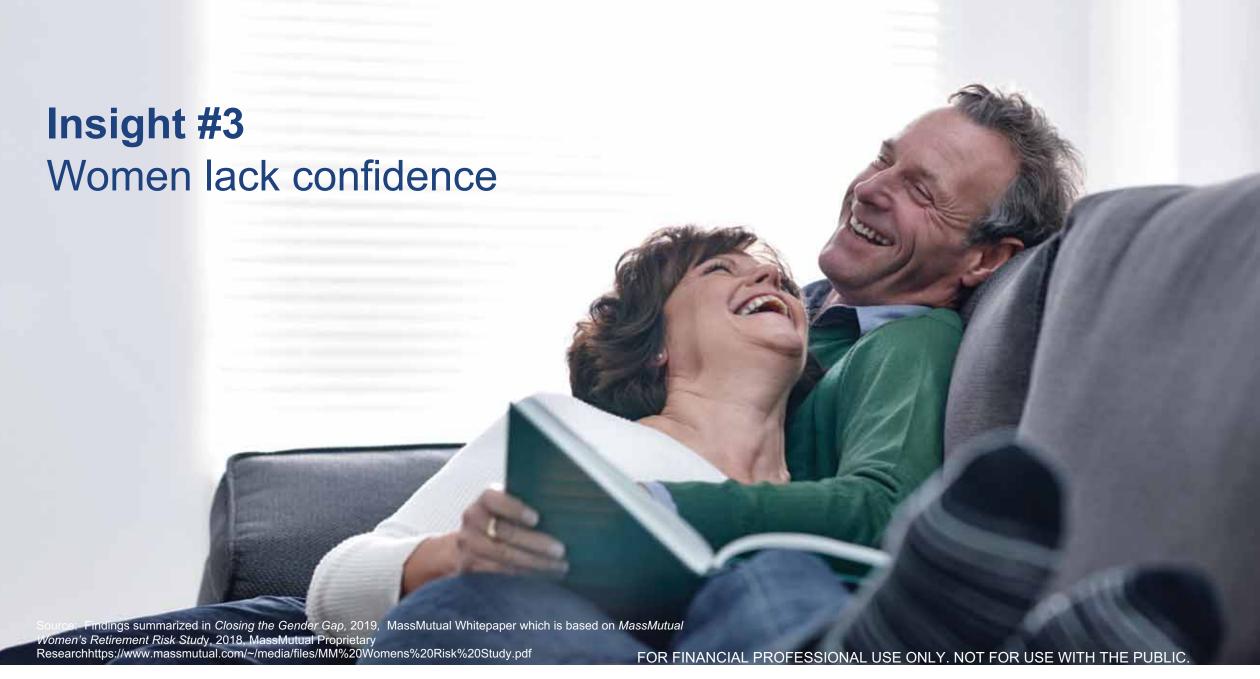


Insight #2 Risk aversion may be holding women back

Source: Findings summarized in *Closing the Gender Gap*, 2019, MassMutual Whitepaper which is based on *MassMutual Women's Retirement Risk Study*, 2018, MassMutual Proprietary Research https://www.massmutual.com/~/media/files/MM%20Womens%20Risk%20Study.pdf



Other barriers women face on their road to financial wellness





Insight #4
Women may be better
investors than they think

Source: Findings summarized in *Closing the Gender Gap*, 2019, MassMutual Whitepaper which is based on *MassMutual Women's Retirement Risk Study*, 2018, MassMutual Proprietary Research https://www.massmutual.com/~/media/files/MM%20Womens%20Risk%20Study.pdf

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Learnings impacting men &

women

INSIGHT 1

There is a large chasm between how employees feel about their finances and how they want to feel.

INSIGHT 2

Proximity drives prioritization.



Holistic approach can drive employee action.

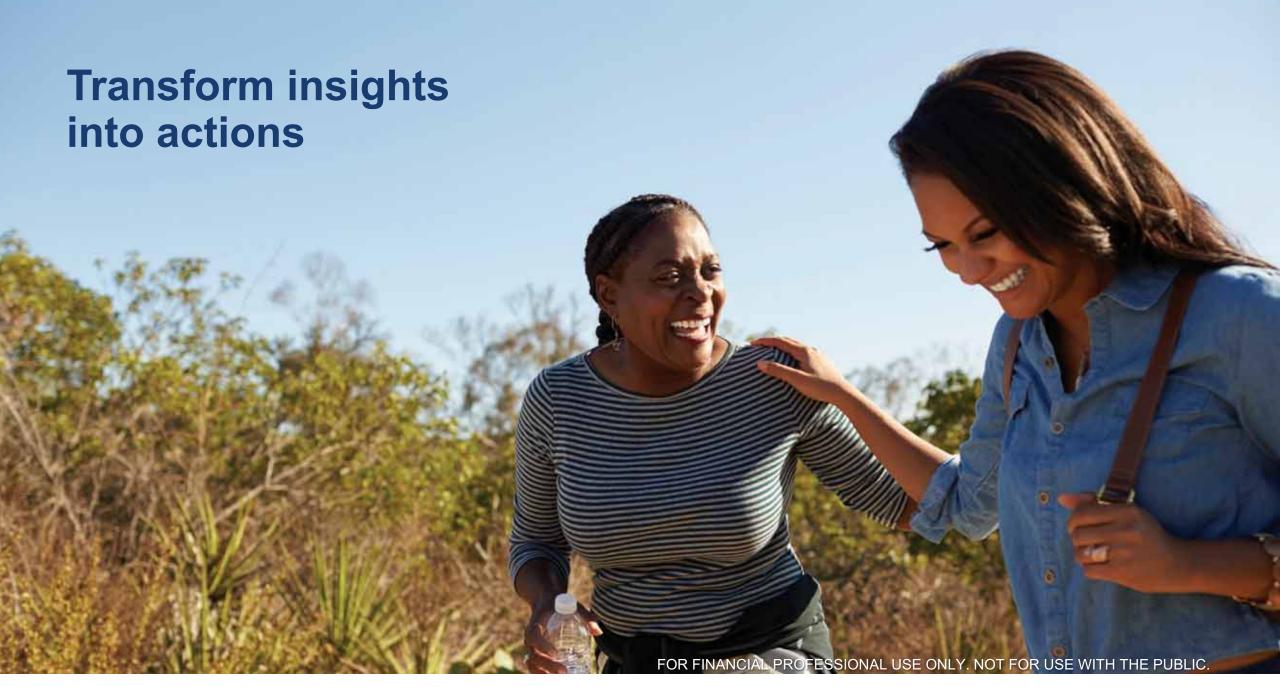
September 5, 2018

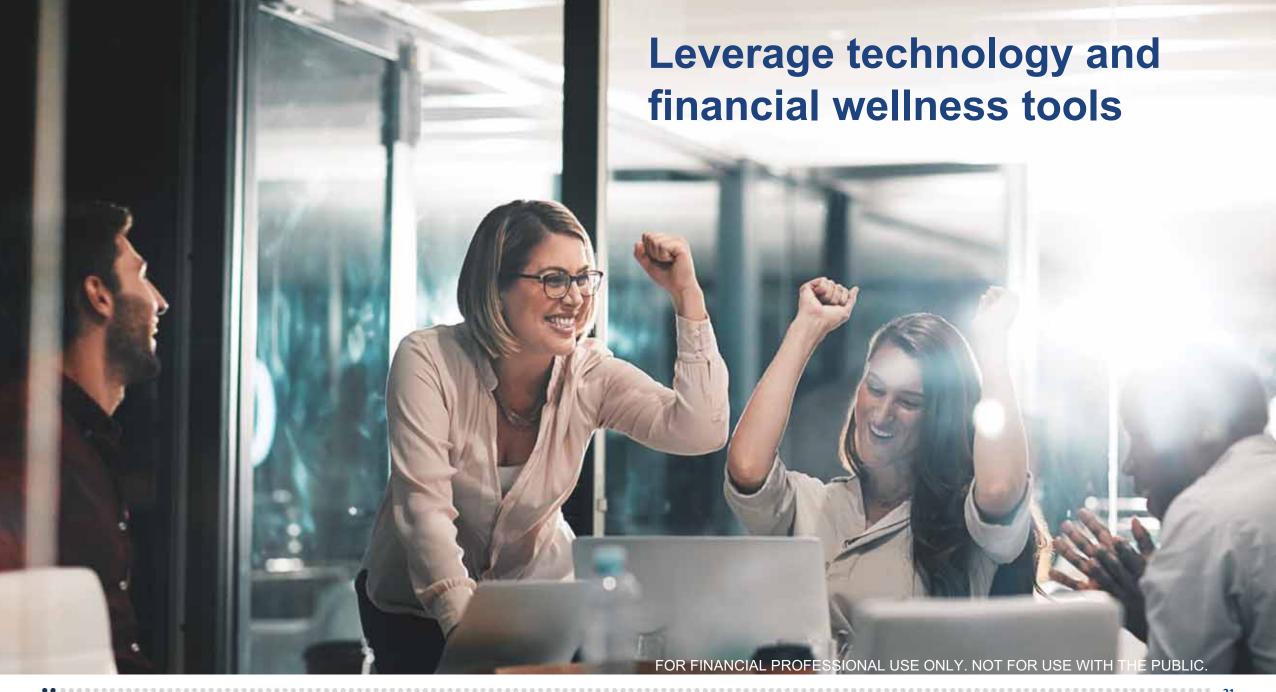
MassMutual Proprietary Research, SmartyPants

THE TOTAL PACKAGE: Understanding consumer needs, target markets and positioning for financial wellness solutions















Robust suite of advisor resources

Your game plan for financial wellness starts here. For what's now and what's next.

Contact your MassMutual representative to learn more.

Q&A session

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