

# The Income Lab<sup>®</sup>

Testing What Works. Keeping What Pays.

## EXECUTIVE SUMMARY

Your organization likely has an Employee Assistance Program. But EAP financial counseling is reactive — a referral when things go wrong. The Income Lab is different: a structured, yearlong cohort program that coaches employees to eliminate debt, build emergency savings, and develop lasting financial discipline. The result is a measurably more stable, focused, and mission-ready workforce.



## THE HIDDEN FINANCIAL CRISIS AMONG CAREER PROFESSIONALS

Financial stress doesn't stay at home — it follows employees into the workplace in distracted focus, missed deadlines, and quiet disengagement. The challenge isn't what employees earn; it's the absence of systems to convert



income into lasting financial security. The Income Lab is a yearlong, cohort-based coaching program that builds exactly those systems — reducing debt, growing emergency savings, and creating durable financial habits.

**83%**

of public sector employees experience financial stress

**92%**

of those earning \$75k+ still report financial stress

**29%**

say financial stress affects their ability to focus at work

“Your employees want to know their employer sees them as whole people, not just workers. That you care about their overall well-being, not just their productivity.”

# WHAT MAKES INCOME LAB DIFFERENT

## 12-Month Structured Engagement

A single workshop changes nothing. The Income Lab builds knowledge, skills, and habits progressively across an entire year — participants don't just learn about money, they change their relationship with it.

## Certified Financial Coaching

Access to a certified financial coach providing tailored strategies and ongoing support — not a product salesperson or referral hotline. A dedicated coach accountable to participant outcomes.

## Cohort Accountability Model

Employees progress together, creating peer accountability and shared momentum. Social accountability is a proven accelerator of lasting behavior change.

## Measurable, Auditable Outcomes

Every cohort starts with a baseline assessment and ends with a final measurement — total debt eliminated, total savings accumulated. You will have data to justify the investment and report impact to leadership.

## HOW THIS COMPLEMENTS YOUR EXISTING EAP

### Your EAP Offers

- Crisis counseling and referrals
- Short-term financial guidance
- Typically 3-6 sessions max
- Reactive support when issues arise
- General resource directory

### The Income Lab Adds

- Proactive, structured financial coaching
- 12-month behavior change program (up to 24 sessions)
- Debt elimination and savings strategy
- Cohort accountability and peer support
- Measurable, reported outcomes

## WHERE DOES EAP FALL SHORT?

*Standard EAP financial counseling addresses problems after they become emergencies.*

*The Income Lab builds the infrastructure to prevent those emergencies in the first place.*

# PROGRAM STRUCTURE

## SESSION 1

Launch

(Month 1)

Virtual

Cohort meets to build trust. Participants complete a confidential self-assessment of financial knowledge, and current consumer debt, mortgage debt, and emergency savings — establishing individual and cohort baselines.

## SESSIONS 2-23

Core Coaching

(Months 2 - 11)

Virtual

60-minute sessions covering income optimization, strategic spending, debt elimination, and emergency fund development. Includes 2 individual one-on-one consultations per participant, one mid-year in-person check-in and an Expert Speaker Series on investing, retirement, and estate planning in the second half of the year.

## SESSION 24

Celebration & Closeout

(Month 12)

Virtual

Final assessment, cohort review of collective achievements (debt eliminated, savings built), personalized action plans for sustaining progress, and final impact report compiled for organization leadership.

# OUR MEASUREMENT METHODOLOGY

Every program engagement is governed by a structured, three-phase measurement framework. This ensures program impact is documented, auditable, and reportable to organization leadership.

Phase 1      Month 1

**Baseline Assessment—** Financial knowledge self-assessment; total cohort consumer debt, mortgage debt, and emergency savings recorded.

Phase 2      Months 2-11

**Continuous Tracking—** Monthly debt and savings progress visible to participants via cohort thermometer trackers, reinforcing accountability.

Phase 3      Month 12

**Final Measurement—** Repeat assessment; net changes compiled into an auditable program impact summary shareable with leadership.



Facilitated by Evangeline Harris, M.A., CFSW-C—Owner, Growing Your Personal Wealth, LLC — with 30 years of organizational consulting, community service, and behavioral financial coaching experience. All individual data is kept strictly confidential; only aggregate cohort outcomes are shared with organization leadership.

# RETURN ON INVESTMENT

The business case for structured financial wellness is clear. The 2024 EBRI Financial Wellbeing Employer Survey found that 83% of companies reported their financial wellness initiatives had a meaningful positive impact on employee mental, emotional, and social wellbeing — the same drivers that affect daily job performance and retention.

## Productivity Recovery

A 10-person cohort recovering just 2 of the 7 hours lost weekly to financial stress = 1,000+ recovered work hours annually.

## Retention Impact

Financially stressed employees are twice as likely to seek new employment — a direct recruitment cost and institutional knowledge loss.

## Absenteeism Reduction

Financial pressure drives reduced performance. The Income Lab targets root causes: debt and lack of emergency savings.

## Mission Readiness

83% of employers say financial wellness initiatives positively impact employee mental and social well-being — and daily performance.

*This data-driven methodology answers the question every procurement officer and HR director needs to answer: Did it work?*

# PROCUREMENT & INTEGRATION

## Confidentiality

Individual assessments and consultations are strictly confidential. Only aggregate cohort data is shared with leadership.

## EAP Integration

Designed to complement existing EAP services as the proactive financial wellness tier of a broader employee well-being strategy

## Procurement Fit

Scoped as a professional development and employee wellness service. SOW language and proposal materials available upon request.

## READY TO CLOSE THE FINANCIAL WELLNESS GAP?

[Contact@Growingyourpersonalwealth.com](mailto:Contact@Growingyourpersonalwealth.com)  
Schedule a Conversation

[Growingyourpersonalwealth.com](https://growingyourpersonalwealth.com)  
Learn more about us