

MARTHA ADAMS
MEDIA

FINANCIAL WELLNESS

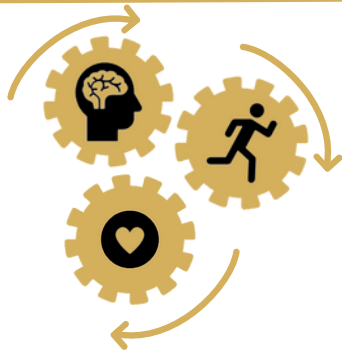
EMPLOYEE ENRICHMENT

Elevating the financial conversation to empower individuals and bring work communities closer together



MARTHA ADAMS

TV Money Specialist, Author, Certified Financial Planner and Financial Educator



INTERCONNECTED IN OUR OVERALL WELLBEING

We truly believe that financial wellness *is* health and wellness! Financial wellness involves and influences emotional, mental and physical health which is directly intertwined with the employee work experience and work performance. Stress around money is such a significant opportunity for employee development. FP Canada reports have revealed that Canadian's stress about money outranks personal health, work, and relationships. "Money and mental health are inexorably linked. The topic of money keeps Canadians up at night, is often a cause of disharmony in relationships, and has been shown to reduce productivity at work" says FP Canada in their report.

THE IMPACT OF FINANCIAL WELLNESS TRAINING



EMPLOYEE WELLNESS

Money is a human experience with our emotional experiences being central. No numbers necessary, simply life experiences.



CULTURE ENRICHMENT

Here, money is the conversation that brings your team closer as we normalize a conversation around emotional wellbeing by humanizing finances.



GUIDED CONVERSATION

This is Martha's area of expertise. Allowing for a stress-free and approachable conversation as she teaches financial wellness tools and strategies.

AS SEEN ON



A FOCUS ON IMPACT AND A PASSION FOR POSITIVE CHANGE



HTA75 has worked with Martha over the past year and she has been incredibly supportive, approachable, and highly collaborative. She has led our members in various financial workshops, including her own Financial Wellness Programming. Martha has provided high quality content and is an excellent and dynamic facilitator, always engaging with her audience. She has set a high standard for other facilitators we work with. HTA75 could not be happier with the outcome of her sessions and would recommend her Financial Wellness Program.

Ken Tang
 Director of Programs & Workforce Development, HTA 75

There are plenty of speakers who do a great job of conveying their content but miss the mark on connecting with their audience. There are also a number of speakers who are able to interact very well with their audience but their idea doesn't resonate with those watching and listening. However, there are a few that combine both a powerful message with an engaging style that is unforgettable and one of those people, is Martha Adams.

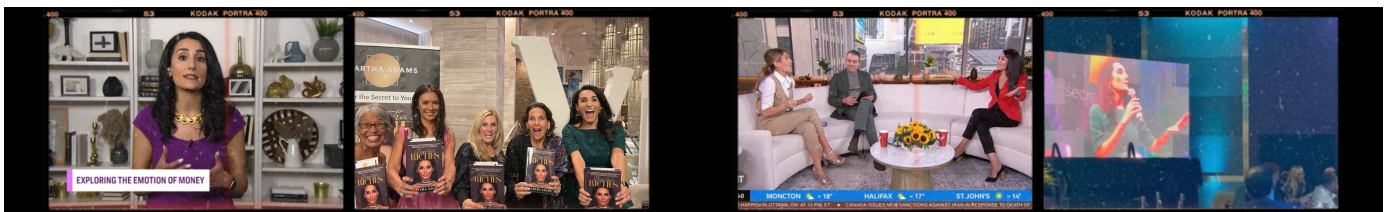
David Hutchison
 Regional Life Sales Manager, Equitable Life of Canada

There are very few people that I admire on the same level as Martha. She is incredibly smart, extremely focused on customer experience and truly makes you feel like your needs are being heard. Martha recently presented to a large group of my coworkers and the topic couldn't have been more relevant. Feedback from the group spoke volumes as Martha connected the dots between wellness and financial health.

Lisa Brown
 VP People & Culture, Vidyard

Martha has a way of making talking about finances feel stress-free. I have been lucky enough to have taken part in many of her online workshops as well as offer co-host support in some workshops. Her knowledge and passion can be felt by everyone in attendance. She makes money and finances relatable and understandable as if you are just speaking with a friend. I am never afraid to ask questions because Martha always makes everyone feel welcome and at ease. I also recommend reading her book Cleopatra's Riches, she finds a way for everyone to see themselves represented in the book so you can become part of the story!

Shannon H





A FINANCIAL
CONVERSATION THAT IS
**ACCESSIBLE,
APPROACHABLE,
&
APPLICABLE**

FINANCIAL WELLNESS GUEST SPEAKING DAY PACKAGE



CULTURE & FINANCIAL TOOLS PREP MEETING

Martha meets with company representative to learn more about the corporate culture, discuss any key conversation topics and current financial initiatives.



CONTENT APPLICATION

Here, Martha builds on her training to show your team ways to incorporate it into their daily lives.



CUSTOMIZED 1 HOUR TALK

Combining the companies details with the essence of her work, Martha creates a customized talk to elevate Financial EmPOWERment for your team.



RESOURCES AND TOOLS

Each team member will receive toolkit including, a copy of Cleopatra's Riches, a 3D Pyramid of Financial Influences and a Book Club Study Guide



GUIDED Q&A

Prioritizing our emotional wellbeing increases engagement in the financial conversation. That's why the Q&A is Martha's favourite time to add value!



PACKAGE PRICING

Speaking fee of \$6,000+HST. Total Package Price is determined by group size.

