

Marketing Young Worker Investor Education to Employers

Getting Employer Buy-In

- Make the business case
 - Productivity
 - Attendance
 - Quality of work
 - Health care claims
 - Retention
- Make the case in 15 minutes
- Develop the “elevator spill”
- Try to make case with CEO, CFO or other senior operating official--get as close to the owner as possible with the business case; find a decision-maker
- Provide certificate for employer
- Recognize employer at Chamber of Commerce or other local business group