



The **Financial Education**
Institute of Canada

September 11, 2009 - For Immediate Release
The Financial Education Institute of Canada

Holistic Approach Eases Employee Stress

The Financial Education Institute of Canada has launched the latest generation of its curriculum as a tool to fight employee anxiety and stress during today's uncertain economic conditions. Updated and expanded, it remains a resource of choice in the industry.

"The so-called experts may have declared the 'Great Recession' over," noted Graydon Watters, President of the Institute, "but the day-to-day reality is far from rosy among Canadian workers."

Employers are facing tight budgets just at the time when their employees need their help the most. Worker productivity is threatened when employees are preoccupied with financial worries. The consequent feelings of helplessness can have far-reaching effects, such as lost sleep, inattention on the job, increased accidents, higher rate of absenteeism and substance abuse.

What is clearly needed is a strong focus on ways to help employees to take control of their financial security with confidence and skill. But that sounds like a pipedream when available resources are already stretched to the breaking point and workers are losing faith in the support system. That's where the Institute's newly updated web curriculum can help.

Watters claims that, "the secret to its success is that the program is not designed around a product or a plan, but the student. Our holistic approach puts the employer's benefits in a meaningful context: the individual's personal priorities and plans. As a result, employees can relax and engage in the process whole-heartedly knowing that there is no other agenda than their own financial well-being."

By harnessing internet technology, the Institute makes its exclusive educational resources available to thousands of individuals at extremely low cost. Through their employer, they can access dozens of time-tested lessons on financial, retirement and life planning, as well as confidential calculators and even downloadable books. The password-protected site has been revamped with simplified navigation and a user-friendly search engine, so users can quickly find answers to the most perplexing questions.

"It is gratifying to see users shift from worrying about their situation to doing something about it," added Christopher Cartwright, Vice President at the Institute. "Being guided by trustworthy information makes all the difference in the world. And we find that employers enjoy the benefits as much as their employees do."

About The Financial Education Institute of Canada

The Financial Education Institute of Canada traces its roots back to 1984 when Graydon Watters founded Financial Knowledge Inc. to publish specialized financial planning books. Recognizing a growing need for comprehensive and unbiased financial information, he left a successful career in the world of retail investments and financial planning to develop the educational materials that no one else was offering. Since then, his books, seminars and planning tools have helped thousands of Canadians to achieve a realistic understanding of what financial success is all about. Building upon the foundation of traditional books, seminars and workshops, the Institute currently offers employee education through a comprehensive online curriculum comprised of over 30 lessons on a diverse range of money and life topics. The Institute's holistic approach encourages individuals to recognize that their future financial security is in their own hands. By engaging in the Institute's simple process, employees can make the most of the group plans available to them – and plan sponsors can know they have followed best practices in meeting their fiduciary responsibilities.

The Institute operates only on a fee-for-service basis. It does not sell financial products, nor does it receive any commissions. Its only business is education.

Media contacts:

Graydon G. Watters, President
The Financial Education Institute of Canada
Tel: 905-665-6784
Fax: 905-665-5570
Email: gwatters@feic-icef.ca

Christopher Cartwright
The Financial Education Institute of Canada
Tel: 514-933-5687
Email: ccartwright@feic-icef.ca