

Our learning platform

Alexforbes Empower



Empower is an online experience connecting you to a community of content, people and resources that matter.

Join us, and build the knowledge, skills and habits to make the most of your financial decisions.

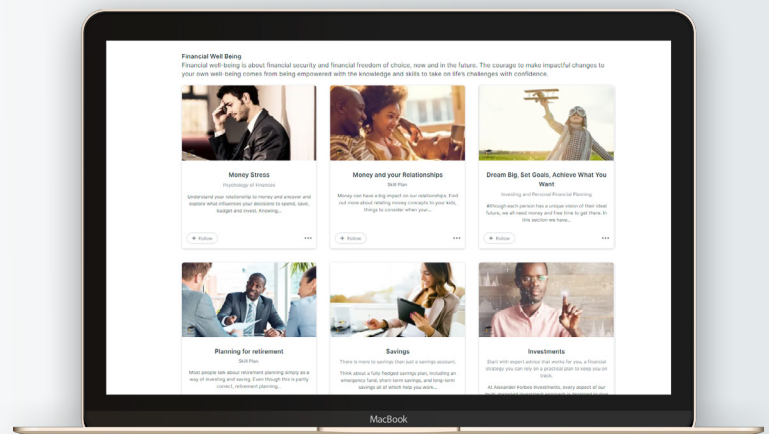
Why

Through engagements with our members and various pieces of research we learnt that there is still a lot of shame and guilt associated with not 'achieving' when it comes to our personal finances. We were inspired to create a safe space built around the idea that **you have a right to know how money works** in a safe space in a personalised and relevant way. We are **creating a community** to provide you with the content, people and resources you need to build the financial courage that will help you make the most of your financial decisions.

What you can expect

Reduce anxiety and overwhelm. Onboard yourself, take a short survey with our chatbot and quickly understand where your knowledge gaps are. Knowing where to start means less worry.

Help yourself get focused and lessen your mental load with customised content. Log the personal finance skills, like saving and budgeting, that you want to develop and our learning engine will match it to relevant resources on our platform. It will do the search for you, finding curated content, and sharing it with you on your **daily learning feed**.



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insight • advice • impact

Find inspiration and motivation. We share personal finance content and life lessons in our communities of learning. **Choose and join a group** specific to an event, such as getting married or moving out. Written and shared by our subject matter experts.

Stay in control: You can further personalise your experience by **customising your profile**, adding learning from other sources to your collection using the chrome extension, and updating your topic and skill selections.

BONUS: Your profile stays with you for life. **Your profile goes with you wherever you go**, along with the history of all your learning.

Requirements: all you need is a little bit of courage, an open mind, an active email address and access to the internet.

How

You will receive a link by email inviting you to take a quiz with Nova, our chatbot. This is where you'll find out some more about your potential financial blind spots and get to know yourself better.

#empowered

The learning platform will curate customised content for you based on the assessed gaps above. **No more wasted time trying to find relevant information**

You will be able to access the platform any time, anywhere (on mobile or PC) and receive your personalised learning recommendations daily. Thanks to the machine learning functionality of the platform, the more you are on the platform the better the results. **#upskill**



Learning

Learning is done best through a combination of structured and unstructured content, with people or self-directed, using a variety of content. Empower offers a combination of all of this through our learning platform. It's free – use your phone or desktop.



Finances

Getting personal finance right is about much more than financial literacy. Pairing it with human skills like goal setting, difficult conversations and emotional intelligence will take you from knowing to actually doing, better. This is financial courage.



Wellbeing

Higher levels of financial courage help individuals to make the most of their financial decisions. When you have the confidence to take helpful steps to improve your situation, it can lead to better outcomes for yourself and those you care about.

