




EMPLOYEE SUCCESS GUIDE

By introducing My GOTO to your workforce, you invest in more than their professional success. You invest in their stability, their families, and their peace of mind, creating a stronger, more resilient, and more focused team.



EMPLOYEE

SUCCESS GUIDE



Financial stress is one of the most common and invisible challenges employees face today, causing causes of distraction, absenteeism, and decreased productivity. It affects how they think, how they perform, and how they show up at work and at home. When people feel anxious about money, their focus shifts from productivity to survival, and their sense of security begins to fade. Over time, this strain can affect morale, teamwork, and even the overall health of your organisation. By providing your team with the tools, knowledge, and confidence to manage money well, you invest not just in their stability but in your organisation's resilience.

My GOTO helps employees take back control of their financial lives. Through interactive learning, guided budgeting tools, and goal-based planning, individuals begin to understand their finances clearly and confidently. They learn how to make smarter money decisions, manage debt, set realistic goals, and plan for the future. This shift in knowledge doesn't just relieve stress, it builds empowerment. Employees move from feeling uncertain to feeling capable, from worrying about the next pay check to working toward long-term financial freedom.

For employers, the benefits go far beyond improved financial literacy. A workforce that feels financially secure is more focused, motivated, and engaged. Absenteeism decreases, productivity rises, and the company culture strengthens as people bring their best selves to work.

When you introduce My GOTO to your employees, you are not only investing in their financial stability but also in their mental and emotional wellbeing. Financial understanding creates confidence. Confidence creates focus. And focus creates success - for your employees, for your business, and for the future you're building together.



Why Partner with My GOTO?

Reduced Financial Stress - Better Focus and Engagement

Financial anxiety is one of the most common, yet least discussed, workplace burdens. Employees worrying about debt, bills, or family finances often struggle to focus, make decisions, or perform consistently. By giving staff access to My GOTO practical, easy-to-understand tools and lessons, you actively reduce that stress. A financially confident employee is calmer, more focused, and more engaged at work, which translates directly into higher productivity, stronger morale, and a more positive work culture.

Improved Financial Resilience - Fewer Crises

Financial setbacks can spiral quickly, affecting not only an individual but their ability to show up at work, both physically and mentally. My GOTO teaches users how to prepare for emergencies, manage debt responsibly, and plan ahead for major life events. When employees are better equipped to handle life's financial curveballs, the ripple effect is fewer HR interventions, reduced absenteeism, and a more stable workforce.

Better Decisions About Benefits and Retirement

Many employees do not fully understand the value of their benefits: medical aid, provident funds, retirement savings, and risk cover are often underutilised or mismanaged simply because they're misunderstood. My GOTO bridges this knowledge gap. Through interactive guides and relatable examples, employees learn how to interpret their payslips, optimise company benefits, and make smarter retirement choices. As a result, staff take full advantage of what you already offer, creating greater satisfaction without increasing company costs.

Sense of Being Valued and Supported

When employees see that their employer invests in their personal growth, especially in something as life changing as financial wellness, it builds loyalty and trust. Offering My GOTO is more than a benefit; it's a signal that your company cares about its people beyond the workplace. This emotional connection fosters belonging, gratitude, and long-term commitment - the foundation of a strong, motivated team.

A man and a woman in business attire are looking at a document together. The man is on the left, wearing a light blue button-down shirt over a white t-shirt, and the woman is on the right, wearing a white blazer over a dark top. They are both looking down at a document held by the woman.

YOUR TOOL FOR SUCCESS

Benefits for your Business Higher Retention Rates as Staff Feel Cared For

Companies that prioritise employee wellbeing consistently outperform those that don't. Financial education is a powerful retention tool because it improves not only employees' lives but also their perception of the company's culture. When staff feel supported in areas that matter deeply to them, like money and security, they are far more likely to stay, grow, and invest back into the organisation. This reduces costly turnover and strengthens internal loyalty.

Lower Absenteeism and Performance Dips Linked to Financial Strain

Financial stress doesn't stay at home - it follows employees into work, often showing up as distraction, fatigue, or unplanned absenteeism. By equipping your workforce with financial literacy and planning tools, you empower them to take control of their circumstances. The result is a more present, balanced, and consistent workforce. Teams that worry less about money have the bandwidth to innovate, collaborate, and perform at their peak.

Stronger Employer Value Proposition – Attract and Retain Top Talent

In a competitive job market, the best candidates look for companies that genuinely invest in their people. Offering My GOTO as part of your employee wellness or onboarding package immediately sets your brand apart.

It tells potential recruits that you value not only professional skills but also personal development and holistic wellbeing. Financial wellness has become a top-tier benefit, one that differentiates forward-thinking employers.

Every employee dreams of growth.

They want the freedom to live without financial anxiety, the security of a stable future, and the confidence to make decisions that reflect their goals and values. Yet behind every financial decision lies emotion, belief, and habit. My GOTO recognises that money is not only logical; it is deeply emotional. The platform explores the psychology of money, helping employees understand their personal money personality and the feelings that drive their financial choices.

Through this awareness, employees gain clarity about how emotions influence spending, saving, and investing. My GOTO guides them to reframe old habits, build confidence, and make decisions that lead to lasting stability and success. It turns financial education into personal transformation, helping employees connect how they think and feel about money with how they act.

For business owners and institutions, this means stronger relationships, deeper trust, and employees who are more engaged, informed, and ready to take action. My GOTO connects people to their purpose with money, creating a path toward real financial freedom.



Visit My GOTO and see the difference you can make in the lives of your employees. This is more than financial education; it is a journey of confidence, control, and personal growth. Every tool, every module, and every insight is created to help people see money differently, not as a source of stress but as a path to freedom and possibility.

Alternatively, email us info@my-goto.co.za

Scan the QR code or click on this [link](#) to view our Employee Success video.

