

Cygnnet Institute's Profile

Cygnnet is a Fiduciary Tax Exempt 501(c)(3) Nonprofit Financial Educator, teaching people how to make good financial decisions to achieve their goals since 1989. Our unique field tested and proven experiential approach is designed to address the retirement preparedness issues for which 401(k) plan trustees have fiduciary responsibility.

Cygnnet Institute's goal is to provide the highest quality, lowest cost FinancialWellness programs available — with no hidden agenda. Cygnnet Institute and its programs are NOT a marketing front for the sale of financial services or products. Cygnnet Institute's charter prohibits accepting or referring any program participants as clients, for any purpose.

The Cygnnet Philosophy

At Cygnnet, we believe that everyone needs highly personalized financial planning. Our courses focus on helping individuals become more financially literate so they can build their own plan. Combining modern technology, online learning and classroom methods, participants receive the best possible plan (one that they understand and control) at the lowest possible cost.



Cygnnet Institute Volunteer Board

Justin P. King, J.D., CAE, Board Chairman, also chairs the Michigan Council on Economic Education (MCEE) Board and is President of the Education and Association Division of Global Behavior, Inc. He is a Certified Association Executive (CAE) and Michigan Society of Association Executives Hall of Fame honoree.

Ted Lakkides, CFP® is Founder and President of Cygnnet Institute and President of Cygnnet Financial Freedom House. Since 2004, he has served as Director of the Community Services Division of the Michigan Council on Economic Education (MCEE). He has also taught at Eastern Michigan University (EMU) and CFP® program at Walsh College.

David Dieterle, Ph.D., is Professor of Economics at Walsh College. He has taught at Central Michigan, Edgewood College, Northern Illinois, University of Cincinnati and University of Michigan-Flint. Dr. Dieterle is past president and chief academic officer of the Michigan Council on Economic Education.

Julie Kowalski is Founder and CEO at Creative Partnerships, Inc. where she provides at-risk organizations with real-time, performance improvement solutions that equip leaders to reclaim their business and quickly get back on track. Julie is the best-selling author of "The Warrior's Guide to Rescuing Your At-Risk Business."

Brian Lakkides, Founder and Managing Director of Fiduciary Firewall Consulting, Inc. was one of the first 2,000 professionals in the USA to earn the Accredited Investment Fiduciary® certification from the Center for Fiduciary Studies and f360. He is a frequent speaker on fiduciary governance issues, has been published in the "Journal of Pension Benefits," and served as an external reviewer and contributor for the revision of the "Prudent Practices Handbooks for Investment Stewards and Advisors."

Brian O'Connor is an award-winning personal finance columnist, founding managing editor of Bankrate.com and author whose nationally syndicated "Funny Money" column is a three-time National Society of Newspaper Columnists award winner.

Keith Moore is a leading member of the Audit and Assurance Department and a partner at UHY LLP. A licensed CPA (Michigan, Indiana, Kentucky), he helps develop and implement strategic plans to improve operating efficiencies, protect assets and increase profitability.

Jeffrey A. Hoover is a partner at Howard & Howard Attorneys, PLLC and works at the firm's Royal Oak offices. He concentrates his practice in the areas of business transactions and corporate matters, including: mergers, acquisitions and reorganizations of business entities; corporate finance, commercial lending, and real estate. Performance in his two primary practice areas of Business & Corporate Law and Mergers & Acquisitions has earned him the following recognitions: Michigan Rising Stars, 2011 – 2018; Michigan Leading Lawyers, 2018; DBusiness Top Lawyers, 2013 & 2014.

www.CygnnetInstitute.org • 248.800.2525

FINANCIAL WELLNESS



A unique approach to personal financial literacy in the workplace powered by Cygnnet Institute



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- Workshops available at OCC or employer locations
- Instructors prohibited from accepting students as clients



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DID YOU KNOW?



- **76% of Americans surveyed are living paycheck-to-paycheck.** Less than 1 in 4 have emergency funds to cover 6 months of expenses. 50% have less than a 3-month cushion and 27% have no savings at all. (CNN Money, 2013)
- As of January 2014, **American households have \$856.9 billion in credit card debt.** That's \$15,270 per household with 39% carrying credit card debt from month to month. (USA Today, 2014)
- **Only 1 in 3 adult Americans actually prepares a detailed household budget** while just 30% have a long-term financial plan with investment goals. Most people (45%) plan to rely on Social Security to cover retirement expenses. (Gallup, 2013 & Washington Post, 2014)
- **More than one-third of adults have no retirement savings.** 26% of people between 50-54 and 14% of people 65 and older have no savings. Only 18% of U.S. workers are confident they will have enough money in retirement. The median U.S. retirement account for all households is \$3,000. (CBS News, 2014)

These issues lead to poor financial decisions, which increase financial stress, leading to productivity and retention problems.

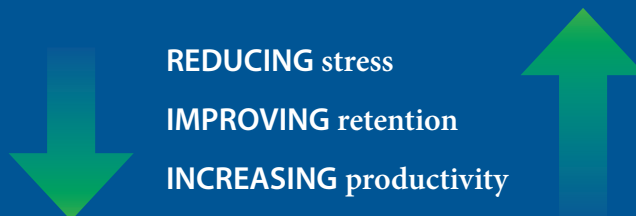
The Dilemma

Financial issues are a leading cause of stress for a majority of Americans (64%). The stress level is higher for parents (77%) and for young adults (75% for 18 to 35 year-olds; 76% for 36 to 49 year-olds). (American Psychological Association, 2015)

Steps are rarely taken to address this drain on productivity and retention. "Solutions" by insurance and investment companies don't work because of their secondary sales agenda. NO FREE LUNCH.

The Solution: Financial Wellness

A properly designed Financial Wellness program benefits both the employee and the employer by...



Why Cygnet Institute?

Customized group workshops promote...

- Financial Realism
- Balancing Resources with Goals
- Better Awareness of Career Value
- Understanding the economic relationship between employee and employer
- Informed Use of Employee Benefits
- Improved Employee Morale and Loyalty



The Cygnet Solution

With a copyrighted modular process that relies on mass customization methods, we bring experiential financial education to employee groups. These are financial wellness workshops which can be implemented as a stand-alone employee benefit or made part of 401(k) Plan education requirement.

With objectivity and transparency, we are uniquely positioned to help employers meet their Fiduciary responsibilities regarding participant education and personalized investment advice under current and proposed regulations.

Cygnet Institute's programs

- **TEACH** employees to set realistic goals and have better control of their total finances.
- **HELP** employees understand their finances, anticipate future changes and plan for them.
- **GUIDE** employees in their decisions regarding career plans, savings and benefits.

Employees are guided to confidentially build their own financial plan in class, with knowledge and a sense of control over their personal finances.

Contact Cygnet Institute at 248.800.2525 to schedule a workshop at OCC or your business.



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