

## Communication and Education

*Active, Individualized and Complete!*

KRC focuses their attention on the fundamental purpose of a retirement plan – to help employees prepare for retirement. We know that education is the backbone of any successful 401k plan. Even the best retirement plan, with top performing funds, is useless unless it accomplishes three goals:

- Drives employees to participate
- Inspires participants to defer enough of their salaries to reach retirement goals
- Ensures participants account balances are diversified according to their needs and risk profile

Encouraging employees to defer larger portions of their salaries comes down to understanding their investing behavior and habits – and then building participant tools, resources, and service models that they will want to take advantage of. KRC works closely with your company to develop a multi faceted program that addresses the needs of your employees, while encouraging participation.



*Tell me and I forget. Show me and I remember. Involve me and I understand.*