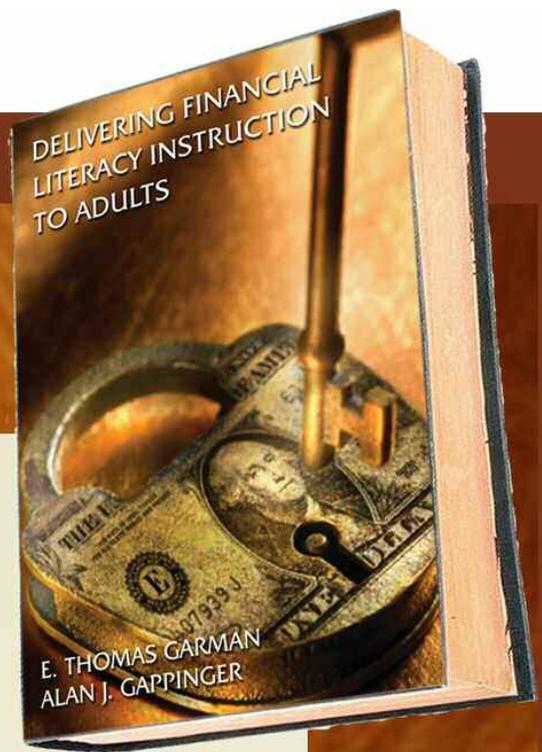


ANNOUNCING!

Delivering Financial Literacy Instruction to Adults



A new book written for financial planning educators by E. Thomas Garman, Professor Emeritus, Virginia Tech University and Alan J. Gappinger.

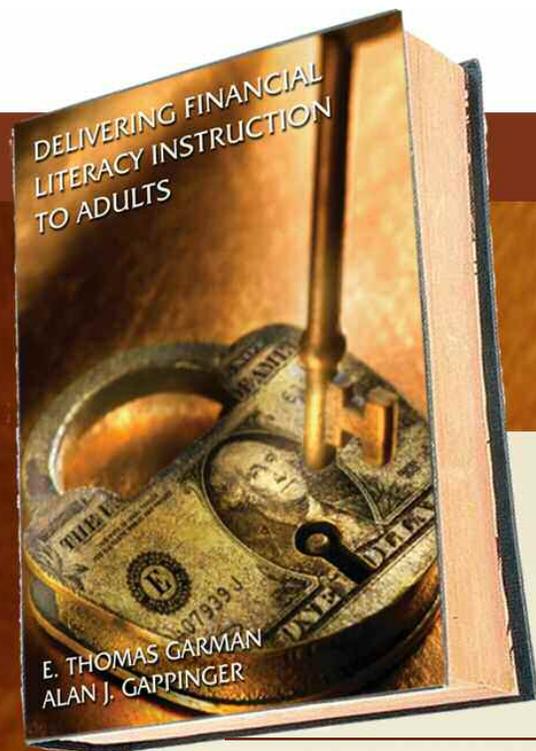
BOOK HIGHLIGHTS

Details how financial planning educators can move adults from financial distress to financial well-being.

Makes clear how to promote financial literacy to employers and community leaders.

Shows instructors how to prove the business case for financial programs to employers, including the company's return on investment (ROI).

Published by the Heartland Institute of Financial Education, sponsor of the CFE Certified Financial Educator® certification program for financial practitioners. The Heartland Institute utilizes *Delivering Financial Literacy Instruction to Adults* in their CFEd® certification program.



ABOUT THE AUTHORS

E. Thomas Garman, Professor Emeritus, Virginia Tech University, is President of the Personal Finance Employee Education Foundation (www.PersonalFinanceFoundation.org)

Alan J. Gappinger, CFP®, ChFC, CLU, MA, CFE[®], is Founder and Chairman of the Board of the Heartland Institute of Financial Education.

A CLOSER LOOK

BOOK CONTENTS

Preface

1. Financial Literacy
 2. Employers Profit With Financial Literacy
 3. The Value Proposition for Workplace Financial Programs
 4. Creating Quality Financial Programs
 5. The Instructor/Leader Facilitates Learning
 6. Communication and the Instructor/Leader
 7. Andragogy
 8. The Adult Learning Process
 9. Twelve Principles of Adult Learning
 10. Communicating Financial Education to Adults
 11. Quality Teaching Matters
 12. Lesson Planning for Effective Instruction
 13. Methods of Instructional Delivery
 14. Motivation and Adult Learners
 15. Lesson, Course and Program Evaluation
 16. Measuring Financial Program Effectiveness
 17. Promoting Financial Literacy Education
- Appendix: Personal Financial Well-Being Scale
Index

GET YOUR COPY TODAY!

978-0-9792115-0-8

Order by phone: (303) 597-0197

Order via e-mail: orders@hife-usa.org

Cost: \$59.95 plus tax and shipping & handling.