

Convince your leadership

Want to come to FinWell '26 but need a yes from your boss first? Here's a note you can make your own. Copy it, swap in your details, and send it over.

The email

Subject: Approval to attend FinWell '26 in September

Hi [manager name],

I want to flag an event I'd really like to get to: [FinWell '26](#), a one-day conference Stream is running on September 29 in Dallas. It's aimed right at people in our shoes, and the whole day is about the financial stress we're seeing in our workforce and what to actually do about it.

The part that sold me is a session on building the business case for this kind of program, the one where you turn "our people are stressed about money" into the turnover, presenteeism and payroll numbers a CFO will actually respond to. I'd come back with the calculator and framework they use and put it straight to work here.

A few other things I'd get out of the day:

- New research from Stream on how 7,000+ frontline workers actually think about money, so I've got real benchmarks instead of guesswork.
- Breakouts I can pick based on what's on my plate right now, including open enrollment for frontline teams and how peers are approaching their tech stack.
- Speakers from Five Below, Whataburger and Sunrise Senior Living + keynotes: Jennifer Weinstein, VP of Benefits at Albertsons Companies and Stephanie Land, who wrote her true frontline worker story, *Maid* (yes, the Netflix one!).
- Time with people in our field, including Payroll, Benefits, and HR leads at companies like Bath & Body Works, Texas Roadhouse and Rich Products.

It's one day out of the office plus [travel costs]. I'll write up what I learn and bring back a couple of things we can try.

Would you be OK with me going?

Thanks,
[your name]

What's the value of attending?

A full day with people who do your job at other companies, all working through the same money-stress problems you're dealing with. There's a session on quantifying the ROI for your leadership, new research to benchmark against, and breakouts on the decisions actually in front

of you right now. You'll leave with tools you can use, ideas from people who've already run these programs, and a few new contacts worth keeping.

How do I justify the time and expense?

Keep it simple: it's one day that hands you something real. You'll walk out with an ROI calculator and a business case built for exactly these conversations, benchmarks from Stream's research on 7,000+ frontline workers, and a shortlist of ideas to try with your own team. For the cost of a day out of the office, you get a full agenda and a room of peers you won't find on a webinar or a sales call.