

# Vulnerability: The Golden Thread

- vulnerable to what?
- supported how?
- if not us, who?

These **three golden questions** power the outcomes we've delivered for more than **600 firms** and **60K staff** in the financial services, water, telecommunications, energy, retail, and Government sectors.

Speak to us about our learning + consultancy services:  
[moneyadvicetrust.org/vulnerability](https://moneyadvicetrust.org/vulnerability)



# Vulnerability: The Golden Thread

- vulnerable to what?

**identify the harm** that your  
customers are vulnerable to

**for example:**

harm | difficulty | disadvantage | loss | exclusion  
inaccessibility | barriers | problems | detriment



# Vulnerability: The Golden Thread

- supported how?  
give the help customers need

for example:

- help me understand what you are telling me
- make it simple for me to do what I need
- show me ways to help myself
- keep me safe from harm



# Vulnerability: The Golden Thread

- **if not us, who?**

**know where you can't help,**  
and which external service can

**for example:**

- help me understand who you are signposting me to
- make it simple for me to connect with them
- show me information and resources to help myself
- keep me safe (emergency services / safeguarding)



# Vulnerability: The Golden Thread

- vulnerable to what?
- supported how?
- if not us, who?

We have helped **over 600 firms** deliver better experiences and outcomes for customers in vulnerable circumstances.

Always short on the obvious, and long on the practical, our **training and consultancy is different.**

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