



Five Questions That Matter:

What financial stress could be costing your people and your brand?

Silent struggles don't stay at home. Use these five questions to uncover where financial pressure is showing up - and what your organisation can do to lead with impact.



Are your people living with invisible financial pressure?
If you're seeing signs like absenteeism, presenteeism, or low engagement, money stress might be playing a bigger role than you think.

1. How many of your staff live week-to-week?
2. What's the hidden cost of financial stress in your workplace?
3. Do your people have access to safe financial help?
4. Does your wellbeing strategy include financial health?
5. Could you lead the way in workplace financial wellbeing?

Are your customers disengaging because of debt?
Customer churn often hides financial distress. With the right tools, you can support customers and improve long-term retention.

1. What % of your customers are falling behind due to financial stress?
2. How much does debt-related churn cost you?
3. Could retention improve with better financial off-ramps out of debt?
4. Who do you want your customers turning to - high-interest lenders or values-aligned support?
5. What role can your brand play in the financial well-being of your customers?