

Strategy Activation & Communications

Activate your team to execute the vision.

Embed Strategies, See Results

Our **Strategy Activation & Communication** process translates your strategy into action while bringing your teams along for the journey. We develop executive-level strategic storytelling using visual and narrative translation of technical content.

We help answer key questions such as:

- Are teams aligned on common goals and objectives?
- Do external parties understand your strategy and the path you are taking to get there?
- Are key messages between regulatory bodies and other stakeholders aligned?



We help you embed your strategy across your organization and articulate it clearly to external stakeholders.

Case Study: Strategy Alignment

A public agency with a well-defined green industrial strategy sought to strengthen internal and external engagement. To close the gap with stakeholders, Crux Energy applied its Strategy Activation & Communications approach, crafting a clear, cohesive narrative backed by metrics, regulatory context, and compelling visuals to build alignment and trust.

This process included:

- **Stakeholder Interviews:** Discussions with internal and external stakeholders surfaced key perspectives on success criteria and alignment of vision.
- **Team Collaboration:** Technical plans and insights from subject matter experts were distilled into clear, accessible language to support strategic alignment.

The output of this engagement included a high-level strategy and action plan for both internal and external use.

Have questions or want to learn more?
Connect with our team to explore if
this approach is right for your needs.

Email us at: info@cruxenergy.ca



Heidi Leslie, ICD.D, LLB
Founder & Chief Executive Officer



Janice White, CPA, CA, PMP
Chief Operating Officer