

Stakeholder Mapping & Engagement

Accelerate your success by engaging your audience.

Stay Connected, Shape Outcomes

Our **Stakeholder Mapping & Engagement** process delivers a targeted analysis of your stakeholders, creating a risk-informed repository that empowers your team to engage strategically and with influence.

We help you address essential questions:

- Are roles and responsibilities clearly defined for stakeholder engagement?
- Have all relevant internal and external stakeholders been identified?
- Are engagement strategies tailored to different stakeholder needs?



By bringing structure and clarity to stakeholder relations, we enable your team to build meaningful connections that support the success of your initiative.

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

Case Study: Project Planning

As part of the early planning phase for a large-scale capital project, a utility needed to identify and segment key stakeholders to support effective engagement. Crux Energy's Stakeholder Mapping & Engagement process delivered detailed stakeholder maps and customized engagement strategies through a collaborative, phased approach:

- **Initial Scans:** Interviews with internal team members and independent research surfaced relevant stakeholders.
- **Collaborative Off-Site Workshop:** A full-day session brought the team together to explore stakeholder exposure, risks, and opportunities in-depth.

The result was a comprehensive stakeholder map, complete with a clearly defined responsibility matrix that laid the foundation for proactive and coordinated engagement with both internal and external audiences.



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