

Strategy Execution Support

Developing your strategy is easy, delivering results is hard.

Create Plans, Make Progress

Our **Strategy Execution Support** offers resourcing to turn your high-level plans into actions and get your teams working towards results.

Our support covers areas such as:

- Alignment of strategic objectives with operational targets.
- Lead or support negotiations with third parties.
- Advise on fundamental decisions, providing analysis on various possible outcomes.



Our approach ensures your strategies penetrate all levels of the organization and turn into results where you need them most.

Case Study: Due Diligence Support

A utility was considering a partnership with an out-of-region service provider to launch a new energy efficiency financing offer. The concept had merit, but the utility needed a deeper understanding of the competitive positioning, and strategic fit before moving forward.

Crux Energy evaluated the opportunity and provided guidance on the best path forward. Our work included:

- **Partnership Strategy:** An assessment of the service provider's value proposition, track record, and cultural alignment with the utility's public mandate.
- **Market Alignment Analysis:** The proposed offer was evaluated against local customer needs and competitor activity.

The result was a clear recommendation with options for engagement and a solid foundation for the relationship moving forward.

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



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