

Engage! is the world's first stakeholder management system to combine the strength of conventional stakeholder management with the power of quantitative analytics.

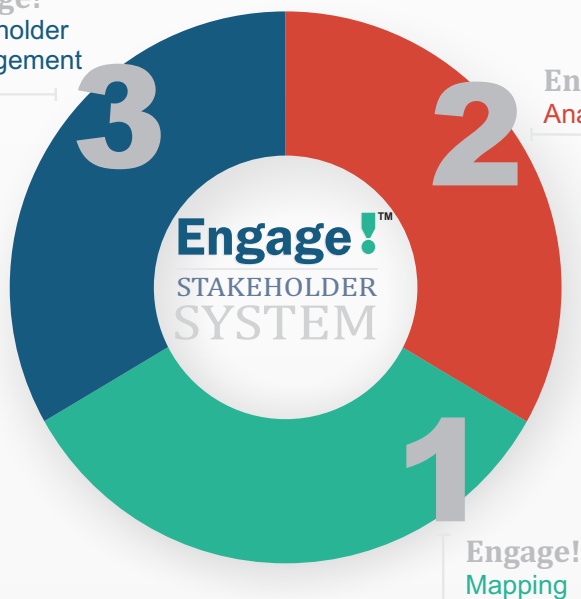
Engage! Helps companies gauge and measure stakeholder expectations over the short- and long-term, making strategic planning and engagement programs more efficient and, more importantly, more effective.

Engage! is an excellent tool for almost any type of company or organization. Engage! is ideal for consumer product, finance, utilities, and health providers with multiple stakeholders. It is also a powerful tool for companies with complex stakeholder group relations such as those in the extractive, biomedical, food, and energy industries. Engage is also ideal for governments, foundations, large community and international organizations.

Improves stakeholder programs

- More accurate stakeholder identification
- More precise stakeholder interest prioritization
- More satisfied stakeholders
- Improved social and environmental impacts
- Provides quantities basis for planning
- Stronger stakeholder risk management
- Flexible for customized needs

Engage! Stakeholder Management



Engage! Analytics

Engage! Analytics

Engage! Analytics assesses stakeholder expectations over the short and long term using advanced branding and marketing data survey techniques.

Engage! Analytics polls stakeholders on a company's social, environmental, and business objectives and performance expectations. Responses can be shown in absolute terms or can be weighted by a stakeholder group's relative importance to a organization as determined by Engage! Mapping. Weighting improves risk metrics analysis and increases strategic planning effectiveness.

Engage! Analytics can employ a wide range of "information point" variables drawn from internationally accepted sustainability reporting systems and/or can be entirely customized to a company's specific needs.

Engage! Analytics can be used for:

- Input for strategic plan development
- Stakeholder risk and opportunity management
- Stakeholder program evaluations
- Stakeholder issue benchmarking
- Stakeholder issue and priorities monitoring

Engage! Analytics reports findings in simple graphic and tabular form cross tabulated by any number of characteristics, risk, opportunity, issues, priorities, business unit, client ethnographic / psychographic profiles, client type, product or service use.

Engage! Analytics can be used on a one time only basis or as a part of an ongoing program to monitor stakeholder perspectives and interests as they change over time.

Each component can be used as a stand-alone or part of a comprehensive suite of services.

Engage! Stakeholder Management

Is a stakeholder management consulting service which brings stakeholders together in meaningful dialogue through strategic engagement programs. Engage! Stakeholder Management customizes consulting services to the needs of each client and helps them to design, develop, manage, and/or evaluate stakeholder processes and programs.

Engage! Stakeholder Management can be used for:

- Stakeholder plan development
- Stakeholder impact assessments
- Stakeholder program evaluation

Engage! Mapping

Using a scorecard approach, Engage! Mapping identifies your company's internal and external stakeholders and their interests, providing vital input to strategic stakeholder management.

And because not all stakeholders or stakeholder issues are equal, Engage! Mapping employs statistical techniques to weight the relative importance of each stakeholder and stakeholder issue relative to a company's business and sustainability objectives.

Engage! Mapping reporting feature presents findings in simple graphic and tabular form cross tabulated by any number of stakeholder characteristics like geographic location, client ethnographic/psychographic profiles, client type, business unit, product or service use.

Engage! Mapping can be used for:

- Stakeholder identification
- Stakeholder prioritization
- Weighting stakeholder importance to company

Engage! Mapping priority weighting data provides vital input to Engage! Analytics and can be employed as a one time only exercise or part of an ongoing or permanent process.

Engage!™ CSR Stakeholder System

The Engage! Stakeholder Management System suite of products provides clients with a highly flexible set of tools for analyzing, evaluating, and developing effective and efficient stakeholder engagement strategies.

Together the Engage! suite goes beyond other stakeholder processes by providing accurate business intelligence for:

- Stakeholder risk and opportunities management scenario play
- Sustainability return on investment assessments
- Input to sustainability reporting
- Vital marketing and brand management information