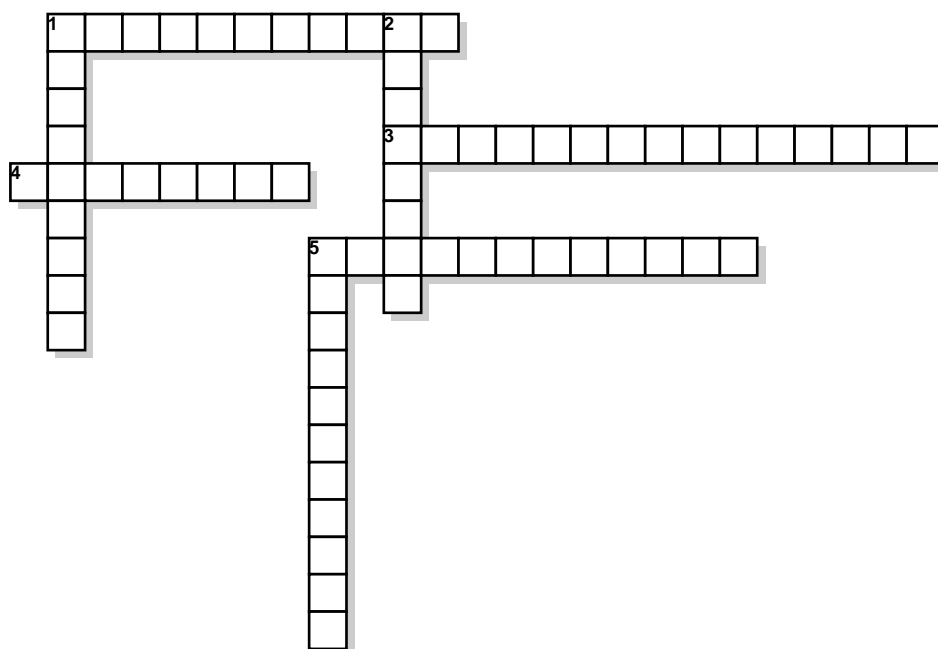


BT**Across**

- 1 All companies have an impact on the _____ in which they operate
- 3 BT believe that engaging with stakeholders is part of an _____ to business
- 4 BT must try to manage stakeholder _____ in a way that keeps stakeholders happy
- 5 Part owners of a business

Down

- 1 BT's _____ are at the heart of everything it does
- 2 Customers are an _____ stakeholder
- 5 Individual or group with an interest in the decisions made by a company

Possible Answers:

Communities , Conflict, Customers, Ethical approach , External, Shareholders, Stakeholder