

Stakeholders Toolkit

1, Identifying stakeholders:

One method to ascertain stakeholders involves distinguishing between individuals and groups based on the extent of their impact due to the project.

Directly Impacted Stakeholders

Examples include the project team and the ultimate client, who typically bear the most immediate and significant impact of the project's outcomes. These stakeholders usually hold a more influential role and can significantly affect the project's trajectory.

Indirectly Impacted Stakeholders

In contrast, those who are indirectly affected might encompass nearby organizations or local community members, who might experience a less immediate or substantial impact. The influence of these stakeholders often tends to be comparatively lower than those who are directly impacted.

2, Category the stakeholders:

2.1 internal or external

Internal stakeholders embody individuals who have a direct association with a company, emerging from aspects like employment, ownership, or financial investment.

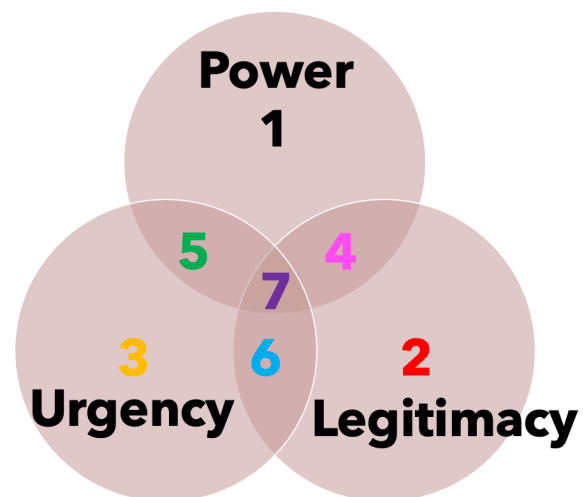
This project Internal: Research Group, company, future user

External: public, investors, advertising company, governments

Conversely, external stakeholders represent those who, while not interacting directly with the company, are nonetheless impacted by its decisions and performance. This group includes suppliers, creditors, and community entities, all regarded as external stakeholders.

2.2 Salience Model of Stakeholder Analysis

1	Dormant
2	Discretionary
3	Demanding
4	Dominant
5	Dangerous
6	Dependent
7	Definitive



Item	Name	Description	Description
1	Dormant	Only hold power, low urgency and legitimacy. There is no need to plan their communication needs.	None
2	Discretionary	Only hold legitimacy, low urgency and power. Their needs maybe achieved for some details. Do not need much attention.	General Public
3	Demanding	Only hold urgency, low power and legitimacy. Their need is important.	None
4	Dominant	High power and legitimacy. This type of stakeholders is legal and authoritative. Its needs are significant	Investors and Government
5	Dangerous	High power and urgency but low legitimacy. They could lead the project to the wrong direction by making illegal decisions.	Advertising Companies
6	Dependent	High legitimacy and urgency, and low power. They are useful when project need its strengthens in navigating complexities.	Future user
7	Definitive	High power, urgency, and legitimacy. The most important part of project. Core characteristics; Their need is the most significant.	Research team and Neuralink Administration

Dormant Stakeholders:

- None

Discretionary Stakeholders:

- General Public: General public holds high legitimacy, and low power and urgency. They could just influence the public opinion legally. They may even not use the neuralink brain chip. Their needs sometimes need to be asked. They may not need much attention.

Demanding Stakeholders:

- None

Dominant Stakeholders:

- Investors: They have the financial power and a legitimate interest in the project's success but may not require immediate attention.
- Governments: Regulatory authorities that can set guidelines or restrictions for the project. They have the power and legitimacy but might not always act with urgency unless immediate issues arise.

Dangerous Stakeholders:

- Advertising Company: Assuming they see potential for advertising avenues via Neuralink, they might act with urgency. However, their legitimacy in influencing the core project might be lower.

Dependent Stakeholders:

- Future Users: They might have an urgent need for the technology (e.g., medical reasons) and have a legitimate stake in its successful development, but individually, they might not have much influence.

Definitive Stakeholders:

- Neuralink Company: They obviously have power, legitimacy, and urgency in the project's success.
- Research Group: Assumed to be part of the development and research process, they would have a definitive stake in the project's direction and outcomes.