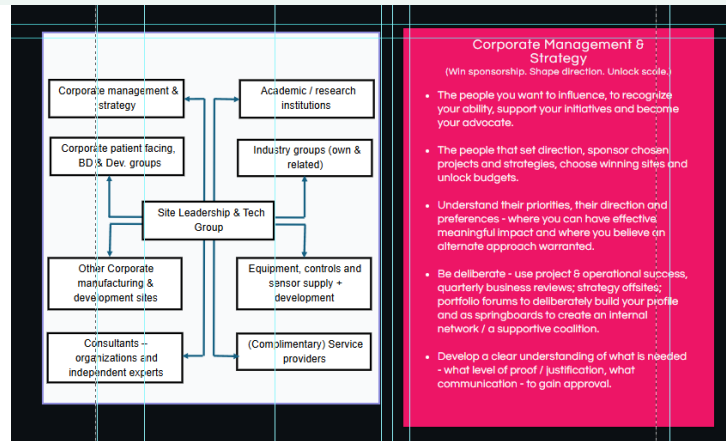


Stakeholder Map - Reference

Stakeholder groups, value proposition, and engagement prompts from the page

This handout captures the stakeholder map and the associated engagement cards used on the page.



Stakeholder map overview

Create and leverage stakeholder network

Core prompt for the central Site Leadership & Tech Group node.

- Blend outside-in and inside-out flows, making external connection where there are competency gaps in areas of potential interest.
- Use lightweight structures; scale competencies that prove to be VRIN (valuable, rare, inimitable, non-substitutable).
- Invest in mechanisms and build alliances that allow you to explore options quickly and effectively. Keep selection gates and fast-kill criteria.
- Capture and share learning; learn from the experience of others.
- Commit to and protect 10-15% of time of 'selected' internal resource to look to the future / to build dynamic capability - leverage the external network to amplify the impact of that time.

Corporate Management & Strategy

(Win sponsorship. Shape direction. Unlock scale.)

- The people you want to influence, to recognise your ability, support your initiatives, and become your advocate.
- The people that set direction, sponsor chosen projects and strategies, choose winning sites, and unlock budgets.
- Understand their priorities, direction, and preferences - where you can have effective meaningful impact and where you believe an alternate approach is warranted.
- Be deliberate - use project and operational success, quarterly business reviews, strategy offsites, and portfolio forums to deliberately build your profile and as springboards to create an internal network / supportive coalition.
- Develop a clear understanding of what is needed - what level of proof / justification, what communication - to gain approval.

Academic / Research Institutions

(Tap frontier know-how. Build a talent pipeline.)

- Access emerging science, methods, and tools; bring fresh perspectives that challenge assumptions and explore value in unfamiliar domains.
- Steer the agenda: seed topics with local faculties in areas of potential interest to create near-term access to new competencies.
- Your offer: real industrial problems, rapid feedback, visibility, and chances to co-publish - expanding academics' networks across industry and thought leaders.
- Accelerate POCs: use partnered off-site facilities and wider networks to move faster on proof of concept, process development, and justification.
- Network multiplier: leverage partners' networks to broaden your own reach and options.
- Guardrails: set background / foreground IP, publication timing, and confidentiality up front.

Industry Groups (own & adjacent)

(See around corners. Borrow what works.)

- Scan peers and adjacencies for opportunity, threat, and priority - collect signals, benchmarks, and emerging practices.
- Build relationships via trade bodies, consortia, conferences, standards groups, and practitioner forums.
- Hunt smart intersections: cross-industry solutions to similar problems; pilot with less-regulated sectors to move faster.
- Create a safe-sharing lane (clear boundaries) to exchange lessons without IP leakage.
- Capture specifics: what was approved, evidence used, timelines, pitfalls - use to inform and shape future effort.

Other Corporate Manufacturing & Development Sites

(Shared reality, diverse perspectives - co-create advantage. Be seen as collaborative and a positive influence.)

- Compare priorities, opportunities, threats, and trends across sites; learn what peers are piloting, scaling, or shelving - and why.
- Transfer what works - share platforms and assets; learn from similar regulatory and validation constraints.
- Influence upward and across: use councils, CoEs, portfolio forums, and community channels to be the enabler / collaborator who shapes direction.
- Share resources, including personnel, to enable rapid reconfiguration for opportunity and to quickly deliver POC.
- Joint action: co-scope sensing themes, pool data and facilities, set fast-kill rules, and agree a clear scale-up path.
- Guardrails: publish a single source of truth for metrics; use lightweight agreements for IP, credit, and resources.

Patient Facing Groups + BD + Development

(Voice of market and pipeline - early signals of change.)

- Link end users to development and operations; see how products are used and perceived, where outcomes fall short, and what 'better' looks like.
- Track competitors, substitutes, and adjacent solutions; report trends in therapies, devices, data, and release technologies.
- Surface requirements from customers, payers, and regulators; quantify unmet need and value at stake.
- Signal portfolio and strategy shifts - markets entering or exiting, scale changes, modality pivots - to guide site capability bets.
- Highlight opportunities to improve manufacture, quality, and release.
- Co-design POCs and business cases.

Equipment / Sensor / Process Developers

(Harness emerging tech; co-design what's next.)

- Tap enabling tech and know-how: early access to platforms, methods, and implementation lessons from varied sites.
- Steer the roadmap: share real problems and areas of interest; invite suppliers to shape trials that matter.
- Co-design POCs: rapid prototyping in realistic conditions; agree data needs, success criteria, and fast-kill rules.
- Leverage their network: meet reference sites, integration partners, and specialists who've solved adjacent issues.
- Reciprocity: you provide access, feedback, and a path to scale; they provide speed, talent, and iteration cycles.
- Integration ready: define interfaces (data, controls, validation evidence) so pilots can roll into GMP / operations.

Consultants and Independent Experts

(Leverage a rapidly changing SME landscape.)

- The landscape is changing. More professionals are stepping into independent roles, especially in emerging areas of expertise. They are driven by a desire to make meaningful impact. These are not consultants from traditional firms, but focused subject matter experts with rare experience in frontier technologies and novel approaches.
- When integrated into Centres of Excellence or parallel structures, independents can help accelerate reconfiguration, co-develop effective proofs of concept, and contribute to capabilities that may evolve into VRIN-level assets.
- Traditional consulting houses still have a role. They can provide momentum, help shape direction, validate thinking, and enhance credibility. If managed well, they can amplify the impact of internal resources. Co-creation with internal owners is essential to avoid dependency and ensure lasting value.

Complimentary Service Providers

(Collaboration that scales insight and unlocks opportunity.)

- Provide what's missing: capability, capacity, competencies, and / or facilities to explore or pursue potential opportunities.
- Mutual benefit: both sides broaden offerings, share perspectives and insights, and challenge / calibrate direction and approach; both open doors for the other to wider access and networking.
- A way to access developing-but-uncertain competencies so you can explore while the need matures.
- Reservoir of ready resource: create a pool of people / facilities / methods you can draw on quickly if potential is realised and swift reconfiguration is required.
- Co-design POCs and methods; agree simple guardrails (CDA / MSA, quality boundaries, IP) so collaboration can move fast.