

## RACI Template: [Project/Initiative Name]

Most projects breakdown because teams lack clarity around decision-making. The RACI framework is a solution for that. When no one knows who has the authority to make calls, work stalls, and sometimes, the wrong people get pulled in or the loudest voices win.

With RACIs every person on a project has a clear lane. You codify who decides, who does the work, who needs to weigh in, and who just needs to be kept in the loop. When you set these responsibilities up front, you essentially remove the most common blocker before it has a chance to show up.

- **R — Responsible:** Does the work. Drives it forward.
- **A — Accountable:** Has decision-making authority. Owns the outcome.
- **C — Consulted:** Must weigh in before a decision is made.
- **I — Informed:** Kept in the loop after decisions are made.

One rule: Don't skip the "Responsible For" column. A name without context is just an org chart — not a decision framework.

| Role                         | Name/Title | RACI        | Responsible For                                                                                    |
|------------------------------|------------|-------------|----------------------------------------------------------------------------------------------------|
| Initiative Lead / Co-Lead(s) |            | Responsible | Drives the work — research, analysis, synthesis, bringing recommendations forward                  |
| Executive Approver(s)        |            | Accountable | Own the final outcome; sign off on major decisions. Could be C-Suite or VPs, depending on the work |
| Subject Matter Expert        |            | Consulted   | Provides domain expertise or critical input to inform recommendations before decisions are made.   |
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| Project Manager              |            | Oversight   | Documentation, coordination, keeping the process on track                                          |
| Other Stakeholders           |            | Informed    | Looped in once decisions are made                                                                  |

## RACI Key:

| Letter | Meaning                                                                    |
|--------|----------------------------------------------------------------------------|
| R      | Responsible — does the work                                                |
| A      | Accountable — owns the outcome                                             |
| C      | Consulted — provides input before decisions                                |
| I      | Informed — kept in the loop after decisions                                |
| S      | Supportive — provides resources or assistance <i>(add if using RASCAL)</i> |

## Exemplar:

| Key Stakeholders   |                                                                                           |             |                                                                                                                                                                                                                                                                                                                                                          |
|--------------------|-------------------------------------------------------------------------------------------|-------------|----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| Role               | Name/Title                                                                                | RACI        | Responsible for:                                                                                                                                                                                                                                                                                                                                         |
| Project Lead       | @Leigh Marwick                                                                            | Accountable | Laying the path forward for the Content Access Lookup Internal Tool, defines the user experience and value prop.                                                                                                                                                                                                                                         |
| Tech Lead          | @Leigh Marwick                                                                            | Accountable | <ul style="list-style-type: none"> <li>Provides Engineering resources against the project</li> <li>Responsible for ensuring proper resources are staffed against all needs of the project</li> <li>Responsible for the Developers who own the Content Access Lookup Internal Tool</li> <li>Owens overall tech timeline and delivery decisions</li> </ul> |
| Content Lead       | N/A                                                                                       |             |                                                                                                                                                                                                                                                                                                                                                          |
| Executive Approver | @Derrick Ware @Barbara Bean                                                               | Informed    |                                                                                                                                                                                                                                                                                                                                                          |
| Other Stakeholders | @Geraldine Rodriguez-Smith @Briana Smallwood                                              | Consulted   | Consulted for identifying and understanding the needs of the Customer support team to design the Content Visibility Tool.                                                                                                                                                                                                                                |
|                    | @Vinicius Baldo                                                                           | Consulted   | Representative from content distro, supported with APIs for the internal tool.                                                                                                                                                                                                                                                                           |
|                    | @Derrick Ware @Mahati Gollamudi @Suyog Deshpande (Deactivated) @Steph Vatz @Shylee Ezroni | Informed    | Informed about the Internal tool and how it works to help the customer support teams.                                                                                                                                                                                                                                                                    |
|                    | @Kyle Morton (Deactivated) @Scott Money                                                   | Informed    | Interested in the functionality of the API used for content access tool.                                                                                                                                                                                                                                                                                 |
| Project Manager    | @Aishwarya Easwaran                                                                       | Oversight   | <ul style="list-style-type: none"> <li>Documentation as it relates to the successful delivery of the product</li> <li>Communications regarding project updates and major decisions</li> <li>Cross-functional communication between Product and Tech teams to maintain alignment.</li> </ul>                                                              |