

RACI Starter Kit

Role clarity that sticks for creative teams. Use this kit to define who does what, when, and how decisions get made.

Why RACI (and when to use it)

RACI ends decision fog. It names the people who are Responsible (do the work), Accountable (final decision), Consulted (give input), and Informed (kept in the loop). Use RACI for execution-heavy projects (campaigns, site updates, content runs). For purely decision-oriented work, DACI can help but start with RACI for creative delivery.

Five rules for RACI that actually stick

- Exactly one Accountable (A) per task. Shared A = no A.
- Responsible (R) do the work—name the smallest practical set (often 1–2 people).
- Consulted (C) are advisors—limit to those who truly affect outcome.
- Informed (I) are FYIs—CC them after decisions; they don't block progress.
- Update the matrix when reality changes. Publish it where work lives.

Sample RACI: Integrated Campaign Launch

Task	Creative Director	Project Manager/Ops	Designer	Copywriter	PMM/ Growth	Brand/ Legal	Media/Channel Owner	Developer/ Web	Approver (VP/Director)
Intake & Brief		A/R			C	C	I	I	
Concept Direction	A/R	C	R	R	C	C	I	I	
First Draft (Copy/Design)	C	C	R	R	C	C	I	I	A
Review & Revisions	C	A	R	R	C	C	I	I	
Legal/Brand Compliance	I	C	C	C	C	A/R	I	I	
Build & QA (Web/Email)	I	C	C	C	C	I	I	A/R	
Launch & Hand-off	I	A/R	I	I	C	I	A/R (by channel)	C	
Post-Launch Report	I	A/R	I	I	R	I	C	C	

Interpretation tips

- One A per row clarifies who decides.
- R's do the doing.
- C's are sought for input before decisions; don't collect votes.
- I's are updated after decisions so delivery doesn't stall.



Kickoff Handoff Ritual (15 minutes)

- Open the brief and screen-share the RACI grid; fill it live together.
- Confirm decision SLAs: Concept (2 biz days), Draft (2), Final (1).
- Name the Approver (single human).
- Set the source-of-truth doc/thread; no side-channel approvals.
- Add a "Commitment" line to key tasks (owner + date/time).

Turnkey Workshop Agenda (45 minutes)

- 00:00–05: Intro — why decisions stall; what RACI solves.
- 05:00–15: Draft the roles list (people, not titles where helpful).
- 15:00–30: Fill the matrix for your current campaign (live).
- 30:00–40: Set SLAs, source-of-truth, and escalation path.
- 40:00–45: Confirm changes to briefs/kickoff and publish.

Common pitfalls & quick fixes

- Too many A's → pick one Approver per task.
- Everyone is C → limit to people whose input materially changes outcomes.
- Side-channel decisions → route all decisions to the source-of-truth.
- Stale matrix → revisit at each major milestone or staffing change.
- Vague tasks → break big blobs into shippable steps.