

# RACI



## What is this?

This is a systematic way of defining the roles and responsibilities of key people in the group. It can be used when there are a number of viable ideas at this Activation stage, or as a project management tool to activate a single innovation.

# How it works

## Step 1

Explain to the group what RACI stands for:

- **Who is Responsible:** The person(s) who is assigned to do the work. Responsibilities can be shared out across a number of people.
- **Who is Accountable:** The person who makes the final decision and has ultimate ownership. Normally only one "A" can be assigned to an idea.
- **Who is Consulted:** The person(s) who must be consulted or kept in the loop before a decision or action is taken.
- **Who is Informed:** The person(s) who must be informed that a decision or action has been taken.

## Step 2

Ask the group to define what the idea, test, or roll-out is that needs RACI applying to it.

Then determine the activities and the people involved in it.

For clarity it helps to avoid obvious activities and exclude things which have no output e.g. 'attend meeting' or 'staple receipt to paperwork'. Each activity should begin with a good action verb, such as 'collect', 'decide', 'check', 'schedule', 'monitor', 'fill', e.g.:

- Check loads for any errors
- Collect damaged goods for return
- Sign-up driver and return relevant paperwork

Activities or decisions should be short, concise, and apply to a role or need, not to a specific person.

## Step 3

For each activity, the group should assign accountability and the appropriate amount of R's, C's and I's to accomplish the task. Encourage them to find the best people for the job who have relevant experience, and are motivated. Don't allocate a task to someone if they show little commitment to it.

## Step 4

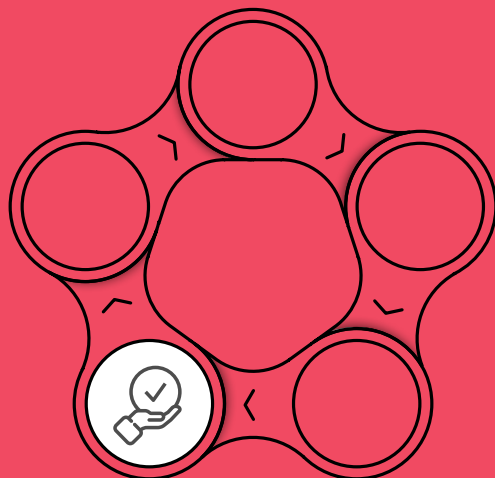
Ensure all of the roles / people understand the requirements of them and are capable of delivering.

## Why it works

Determining who takes on these roles is a crucial step in ensuring that a project proceeds quickly and smoothly as it prevents confusion, task duplication and buck-passing.

**Hint:** *This is such a great tool for clarifying who does what. It cuts through the duplication that normally happens with running projects. We all know what it feels like to be copied in on all the emails that's go around...we stop reading them ...and then something gets dropped because of this information overload.*

*The main issue you will find is reluctance from some people to take responsibility. Encourage your group to find the best people for the job, with relevant experience and who are motivated...don't allocate a task to someone if they pop out of the session for a few minutes for a comfort break.*



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