

THE R.A.C.I. MATRIX



End the Confusion About Who Owns What.

A simple tool that kills the guessing game on any team, project or decision.

THE COST OF UNCLEAR ROLES

- Decisions stall because no one is sure who has final say.
- Work gets duplicated, or dropped, because two people each assumed the other owned it.
- Silos emerge; departments retreat to their own lane, and the gaps widen.
- Good ideas die in committee because too many people were asked to weigh in.
- The same argument resurfaces every few months because it was never actually settled.

WHAT R.A.C.I. STANDS FOR

R Responsible The person or team doing the work.	A Accountable The person who owns the outcome and has final sign-off. Only one person per decision.	C Consulted People with a real stake in the outcome; input is needed before the work moves forward.	I Informed People who need to know the outcome, but don't need a seat at the table.
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HOW TO BUILD YOUR R.A.C.I. MATRIX

- 1 List the key decisions or deliverables down the left side
- 2 List every role or person involved across the top.
- 3 Assign one **Accountable** owner per row. Just one. This is where most teams get it wrong.
- 4 Fill in who's **Responsible**, who's **Consulted**, and who's **Informed** for the rest.

A SIMPLE EXAMPLE

Decision	You	V.P.	Finance	CEO
Set budget	R	A	C	I
Board approval	C	R	I	A
Communicate launch date	R	A	I	I

WHERE IT MAKES THE BIGGEST IMPACT

- Any decision that skips a stakeholder, since it's only a recommendation until they've weighed in
- Cross-functional work that touches more than one department
- Leadership transitions and reorgs, when old assumptions about "who handles this" stop being true

COMMON MISTAKES TO AVOID

- Naming more than one Accountable owner. It feels collaborative. It actually just means no one owns it.
- Confusing Responsible with Accountable. The person *doing* the work isn't always the *owner* of the outcome.
- Building it alone. A RACI matrix only works if the people on it agree to it.

ALL OPERATIONAL PROBLEMS HAVE A PEOPLE COMPONENT. WE SOLVE BOTH.

Role confusion is one of the most fixable problems we see inside growing teams. If this sounds familiar, that's exactly the kind of work we do.

**SCAN HERE TO GIVE YOUR
TEAM THE CLARITY THEY NEED.**
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