Introduction to Integrated Creative Agency Management

Building a RACI Chart

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Defining ownership in
teams using RACI

What is RACI?

RACI is an acronym that is used to help show who is involved in a project, at what level and when.

RACI stands for:

Responsible

Accountable

Consulted

Informed

Being Responsible

A responsible team member owns (and takes responsibility for) the implementation of every detail of their area of the project. e.g. a developer is responsible for the success of the piece of code they are developing.

Accountable

The buck stops with the accountable team member. This level of commitment means being accountable for the success or failure of every detail of an area of the project, whether you implement it or not. Team leads are accountable for the success or failure of anything their team produces.

Consulted

Consulted team members are involved prior to, and at, review points – specifically on any issue, which affects the items, they are accountable for. This level of commitment means providing input to decisions as appropriate.

Informed

The informed level of commitment means being involved at review points, only as necessary. For instance, a developer, working on a specific piece of code would need to be informed of decisions which affect their coding effort, but may not need to be involved in the decision making process.

Making a RACI Chart

Get your leads together and work through your project scenarios, define each lead bucket, Client Services, Production, Creative, Strategy, etc. You can put names in for each bucket if you have to, but try and stick with "functions."

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Start with the Pitch Process

Task	Client Services Lead	Producer Lead	Creative Lead	Strategy Lead	Tech Lead	Media Lead
During the Pitch						
Execute NDA	I	RA	I	I	I	I
Open pitch job number	RA	R				
Notify finance/ops to update revenue projections	RA	R				
Develop Creative Brief for pitch	RA	I	I	R	I	I
Determine strategy	RA	I	I	I	I	I
Staff team	C	RA	C	C	C	C
Develop ideas and concepts	R	C	RA	R	R	R
Develop presentation pitch materials	RA	R	R	R	R	R
Develop deliverables, timeline, and costs	C	RA	C	C	C	C
Develop Statement of Work	R	RA	C	C	C	C
Execute MSA/PSA	RA	C				
Execute SOW	RA	C				
Work with partners and third party vendors	R	RA	R	R	R	R

Day-to-Day Project Duties

Task	Client Services Lead	Producer Lead	Creative Lead	Strategy Lead	Technology Lead	Media Lead
Managing day-to-day needs						
Act as day-to-day client lead	RA	RA				
Act as day-to-day project lead		R	RA			
Act as the client's advocate	RA	R				
Develop status reports	R	RA	C	C	C	C
Manage partner agencies	RA	R	RA	I	I	I
Manage vendors	I	RA	RA	R	R	R
Manage project scope and schedule	R	RA	C	I	C	I
Monitor project budget and take corrective action	R	R	C	I	C	I
Develop Change Orders	R	RA	CI	C	C	C
Manage risk and issue log	I	RA	RCI	I	I	I
Ensure all agency deliverables are on-time and on-budget	R	RA	R	R	R	R
Ensure that all deliverables are of high quality	R	RA	RA	R	R	R
Staff the team	C	RA	RA	C	C	C

Day-to-Day Project Duties

Task	Client Services Lead	Producer Lead	Creative Lead	Strategy Lead	Technology Lead	Media Lead
Managing day-to-day needs						
Develop Media Brief	C	C	C	C	C	RA
Develop Media Specification	C	C	C	C	C	RA
Develop Media Authorizations	I	I				RA
Develop Insertion Orders and Purchase Orders	I	RA				RA
Traffic media	I	I				RA
Manage media budget and negotiate makegoods	I	I				RA
Track campaign results	R	I	I	I	I	RA
Develop Strategy and Planning documents	R	C	C	RA	C	C
Develop Creative Brief	RA	CI	C	R	C	C
Develop Creative Design, Copy and Editorial	C	CI	RA	C	C	C
Select third party assets including photos, music and vide	C	RA	RCI			
Develop Page architecture and wireframes	C	C	RA	C	C	
Develop Technical Design and Technical Specification	C	C	I	I	RA	
Develop QA Plan	C	C	I	I	RA	
Perform QA	R	R	R	R	RA	

Develop job descriptions based on RACI

Create job roles & activities for each person based on your groups RACI charts.

Review the RACI chart with the team and revise.

Thank you.

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