

The Responsibility assignment matrix – Structure (also known as RACI / RASCI MATRIX)

The RASCI Matrix is a tool used to clearly define roles and responsibilities within a team or organization. It is used to identify who is responsible for specific tasks or decisions, who is accountable for the overall success or failure of a project or initiative, and who needs to be consulted or informed throughout the process.

A part of the Digital Leadership
More information on this model is available here: <https://digitalleadership.com/UNITE/ras-ci-matrix/>

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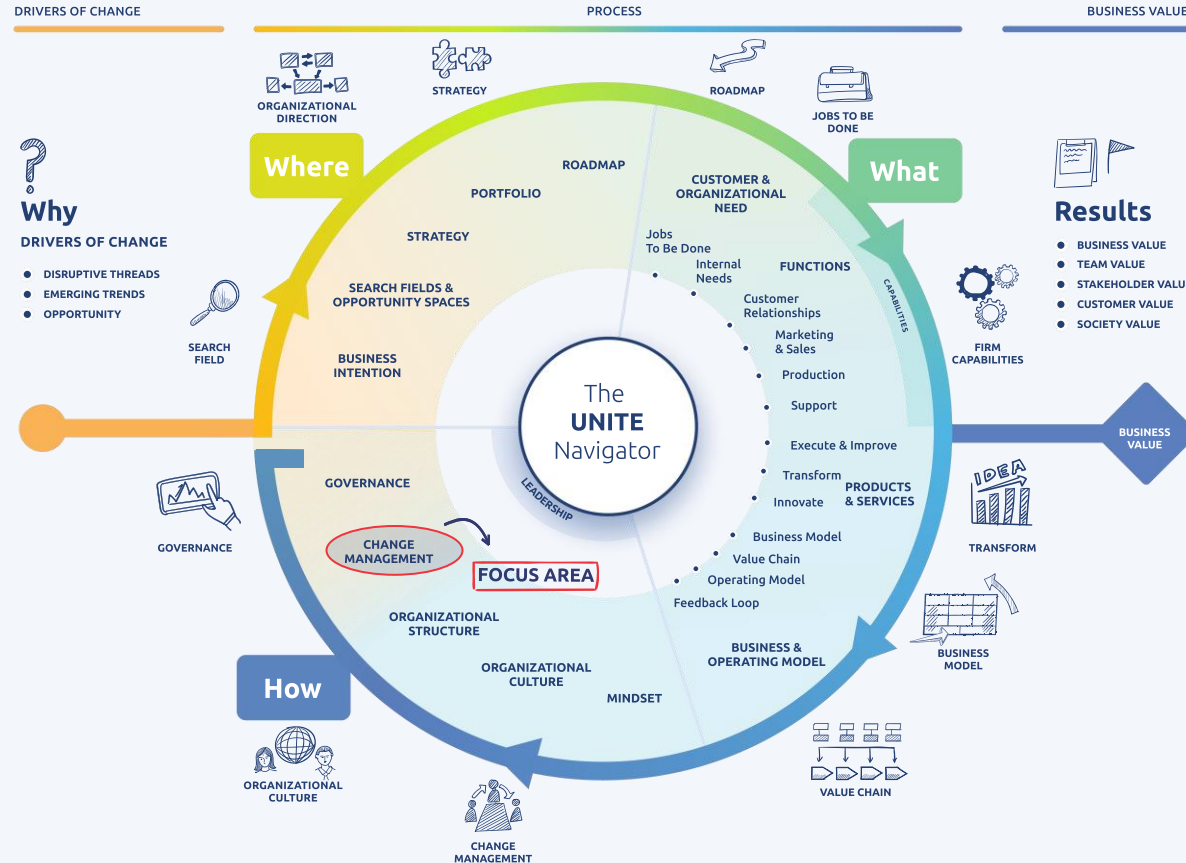
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THE UNITE NAVIGATOR – An overview and introduction to all UNITE models



- > The UNITE models are the by far largest library of innovation and transformation models on the Internet. They cover all areas of digital strategy, innovation, transformation as well as any related field.
- > The UNITE Navigator provides an introduction and overview of all digital-related fields.
- > As part of this presentation, we will focus on *Responsibility Assignment within a change initiative*

Background to The RASCI Responsibility Matrix

Why we use it

A clear distribution of responsibilities and accountability is key for an efficient, frictionless execution of a project or initiative. The RASCI Matrix helps identifying those, as well as assigning them to the right stakeholders.

Defining responsibilities following the RASCI Matrix will help

- Provide clear responsibilities and goals to the team members
- Help to structure project workflows
- Reduce frictions between involved parties
- Help optimizing communication throughout the execution

How it works

The RASCI Matrix helps defining the roles within a project or initiative on one axis of the matrix and the responsibilities and goals on the other axis, throughout the main phases of a project or initiative. It then assigns the type of involvement for each role to each responsibility or goal, based on 5 standard levels of involvement (Responsible, Accountable, Support, Consulted, Informed: RASCI).

- Responsible: responsible for completing the task or making the decision.
- Accountable: accountable for the success or failure of the task or decision.
- Supportive: provide support to the person responsible for completing the task or making the decision.
- Consulted: need to be consulted during the task or decision-making process.
- Informed: need to be informed about the task or decision, but do not have a direct role in its completion or implementation.

The RASCI Matrix helps to structure the project or initiative team organisation, clearly identify and distribute responsibilities and tasks and define communication channels.

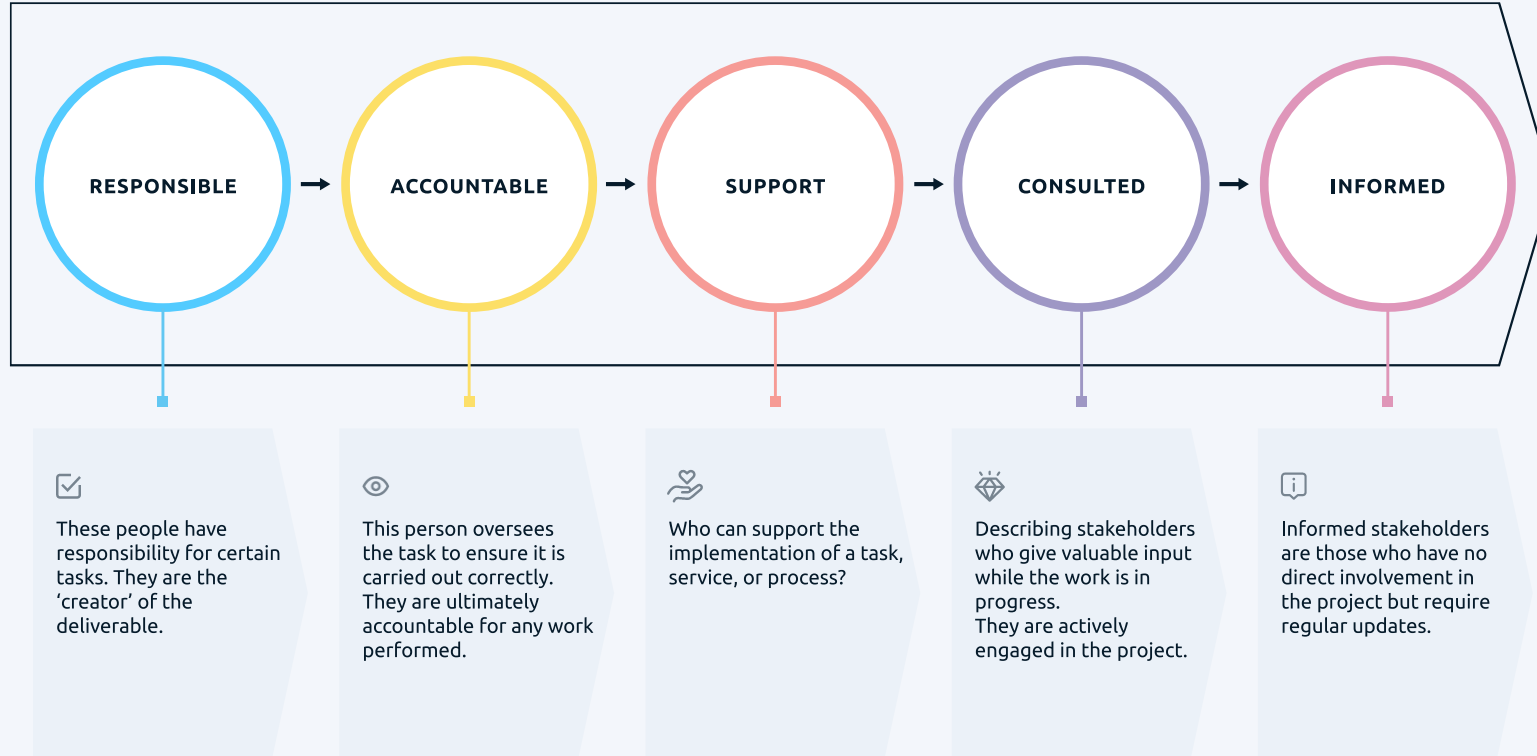
What is the goal

The goal of the RASCI Matrix is to **clearly articulating the level of involvement of each team member** within a project or initiative.

The RASCI Responsibility Matrix Definition

The RASCI Matrix aims to clarify a project's workflow by defining who owns what and to what level certain people should be involved with the project. By communicating clearly through a visual representation of responsibilities and expectations, the RASCI Matrix helps keep teams and projects on task. Through the Matrix, you identify the different responsibilities for a project because projects only succeed when responsibilities are clearly delineated

THE RESPONSIBILITY ASSIGNMENT MATRIX – STRUCTURE (also known as RACI / RASCI MATRIX)



THE RESPONSIBILITY ASSIGNMENT MATRIX – A FULL EXAMPLE (also known as RACI / RASCI MATRIX)

Project Deliverable (or Activity)	Executive Sponsor	Project Sponsor	Steering Committee	Advisory Committee	Role #5	Project Manager	Tech Lead	Functional Lead	SME	Project Team Member	Developer	Administrative Support	Business Analyst	Role #4	Role #5	Consultant	PMO	Role #3	Role #4	Role #5
	Project Leadership					Project Team Members					Project Sub-Teams					External Resources				
Initiate Phase Activities																				
Request Review by PMO	A/C	R/A				R/A	A/C		C											
Submit Project Request						R											A			
Research Solution	I					R/A	A/C	A/C	C				C			C				
Develop Business Case	I	A/C	I	I		R/A	C	C	C				C			C	C			
Plan Phase Activities																				
Create Project Charter	C	C				R/A	C	C	C				C			C				
Create Schedule	I	I	I	I		R/A	C	C	C	C	C	C	C			C	I			
Create Additional Plans	I	I	I			R/A				I	I	I	I			C	I			
Execute Phase Activities																				
Build Deliverables	C/I	C/I	C/I	C/I			R/A	R/A	R/A	R/A	R/A					A/C				
Create Status Report	I	I	I	I		R/A	R/A	R/A	R/A							C	I			
Control Phase Activities																				
Perform Change Management		C	C	C		R	A	A	A							C	I			
Close Phase Activities																				
Create Lessons Learned	C	C	C	C		R/A	C	C	C	C	C	C	C			C	C			
Create Project Closure Report	I	I	I	I		R/A	I	I	I	I	I	I	I				I			

THE UNITE **STAKEHOLDER MAP – Matrix**



Overview

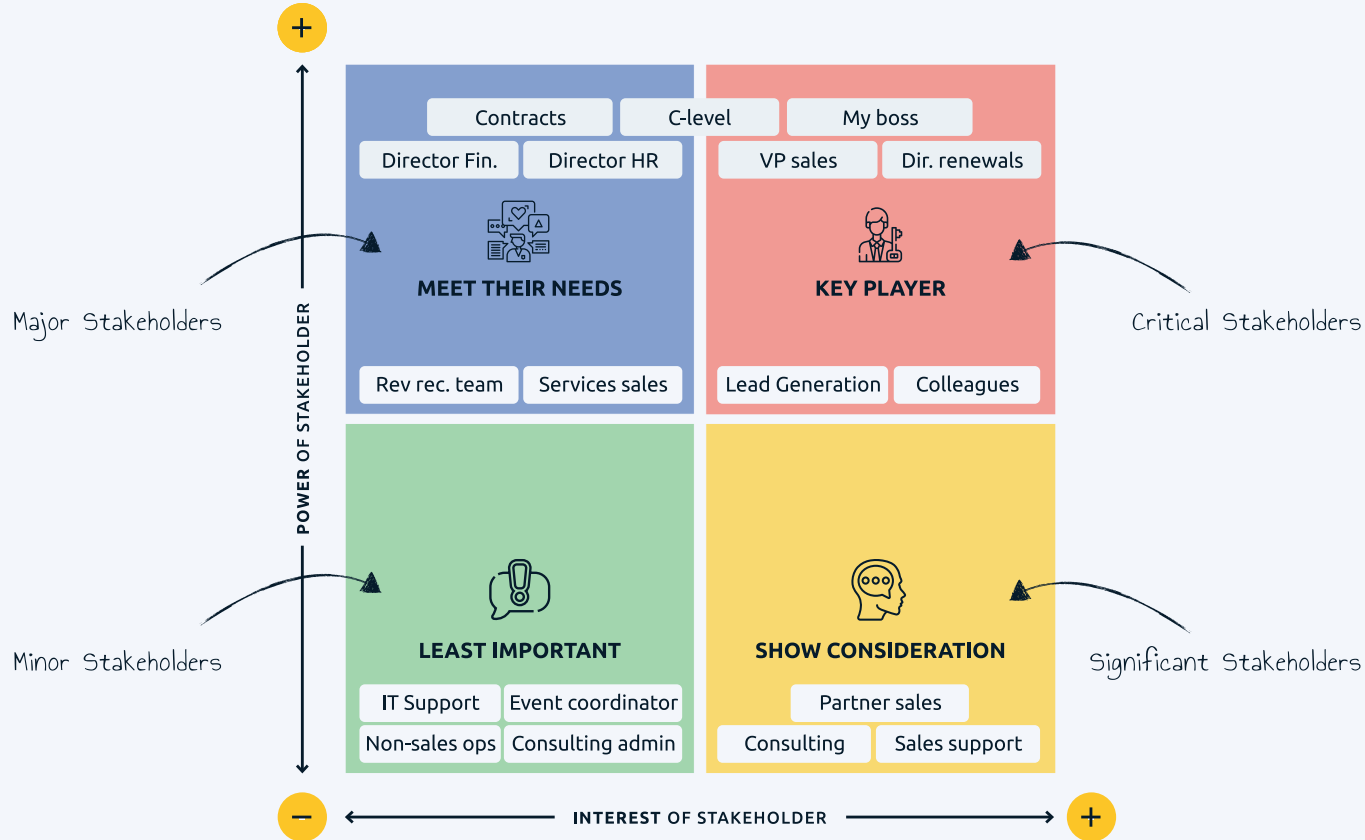
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**THE UNITE STAKEHOLDER
MAP – Matrix**



THE UNITE STAKEHOLDER MAP – Example



Overview

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THE UNITE **STAKEHOLDER MAP** – Structure



Overview

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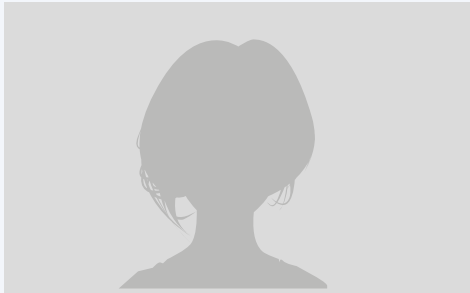


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Digital transformation is an art few manage well



Digital transformation is often much more complex than we think. You often touch one element to find out that it has systemic impacts on all other areas.

In addition, we find strategies to be stuck too often in silos. Rather than focusing on one bit, we bridge the silos, develop a vision everybody will buy into, and create a unifying strategy and roadmap for getting there, including realigning the value-, service-, experience- and operating model.



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Do you know why most innovation and transformation projects fail?

Organizations are pumping plenty of cash into innovation and transformation initiatives. The problem is that the expected results often fail to materialize.

The primary issue is not one of ideas or directions – initiatives get stuck in strategy-execution. Let's thus turn the number one innovation obstructor in the best business enablers ever.

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