

Using RASCQI to delegate.

RASCQI is an acronym for a framework/tool used to identify roles and responsibilities. It is commonly used in project management, but could just as easily be part of a studio management workflow.

The acronym stands for:

Responsible.

- » The person who owns the problem / project is responsible for delivering the complete task.
- » It is only one person – it is the lead role.
- » It may be a studio manager or design manager.
- » The responsibilities can be shared by delegating specific tasks to others but one person has ownership and takes responsibility for the delivery of the task.

Accountable (also approver).

- » Only one person is accountable for the project.
- » This may be a client or an internal (higher) manager.
- » *Accountable* must sign off (approve) the work.
- » They are ultimately answerable for the correct and thorough completion of the deliverable or task.
- » The *accountable* person must sign off (approve) work the *responsible* person provides.
- » There must be only one *accountable* specified for each task or deliverable.

Support.

- » People and resources allocated to provide support to *responsible*.
- » Unlike *consulted*, who may provide input to the task, *support* helps complete the task.

Consulted.

- » People whose opinions are sought – typically subject matter experts – who can provide the valuable advice or consultation.
- » There is a two-way communication with the *consulted* but they don't physically help complete the task, they just provide advice.

Quality review.

- » People responsible for checking the project meets quality requirements.

Informed

- » These are people that are affected by the outcome of the tasks, so need to be kept up to date with progress.
- » Could be at touch-points or only at completion of the task or deliverable.
- » There is only one-way communication with the *informed*.

Advantages of using RASCQI:

RASCQI (and other similar processes) is a way to delegate at the start of a project before it gets too busy. It forces the project leader to identify team members and allocate responsibilities.

Doing that early in a project helps:

- » clarifies the steps to complete a project
- » avoids confusion as to who is responsible for what
- » helps set expectations for everyone involved,
- » makes the decision-making hierarchy clear: who owns the problem, who reports to whom, when and how often they report.

Similar processes.

There are many similar acronyms used, here's a few:

PARIS

- » Participant
- » Accountable
- » Review Required
- » Input Required
- » Sign-off Required

PACSI

- » Perform
- » Accountable
- » Control
- » Suggest
- » Informed

The objective in all of these is to avoid the '*I thought you were taking care of that*' scenario that can often hinder large projects.

RASCQI is often demonstrated as a matrix. (see following page for example).

	Client	Studio owner/GM	Client service	Studio manager	Creative director	Web designer	Designer	Writer	Strategist	Production manager	External consultants
Reverse brief	Informed	Quality review	Accountable	Quality review	Support			Support	Responsible		Consulted
Strategy	Accountable	Quality review	Informed	Quality review	Support			Support	Responsible	Support	Consulted
Design direction	Accountable	Support	Informed	Quality review	Responsible		Support	Support	Support		
Presentation	Consulted	Informed	Quality review	Quality review	Responsible	Support	Support	Support	Support	Support	
Client approval	Accountable	Quality review	Responsible								Consulted
Design amendments		Quality review	Consulted	Accountable	Responsible	Support	Support	Support	Support	Support	
Client approval	Accountable	Quality review	Responsible								
Photography	Accountable	Informed	Consulted		Responsible		Support			Support	
Copywriting	Accountable	Informed	Consulted		Quality review			Responsible			Support
Artwork		Informed	Consulted	Accountable	Quality review		Responsible			Support	
Client proofs		Quality review	Consulted	Accountable	Quality review		Responsible			Support	
Client approval	Accountable	Informed	Responsible	Quality review							
Artwork amendments		Informed	Consulted	Accountable	Quality review		Responsible				
Approval to print	Accountable	Quality review	Consulted	Responsible						Support	
Production		Informed	Quality review	Accountable	Quality review					Responsible	
Delivery		Informed	Consulted	Accountable						Responsible	
Client approval	Accountable	Quality review	Responsible								