

## RACI Matrix for Consulting Agency

Task/Role	Executive	Finance	Account Lead	Director	Production	SAE
Business Case	R		A		C	I
Finance Plan	A	R		C	I	
Implementation	C			I		A
Launch	I			R		
Event	R	I		A	C	
Video Release			I	A	R	C

R	Responsible
A	Accountable
C	Consulted
I	Informed