



<b>R - Responsible</b>	Completes the deliverable or task.
<b>A - Accountable</b>	Makes final decisions and signs off on task completion. Only 1 per task.
<b>C - Consulted</b>	An advisor, stakeholder, or subject matter expert who offers guidance before an action is taken.
<b>I - Informed</b>	Kept up to date on decisions made.

<i>Plant Pals Marketing &amp; Sales Strategy</i>	Director of Product	Marketing Manager	Marketing Coordinator	Copywriter	Head of Sales	Sales Manager
<b>PHASE 1</b>						
<b>Task/Deliverable</b>						
1. Create a marketing plan for the new service	C	A	R	C	C	I
2. Write promotional copy	I	A	C	R	I	I
3. Design marketing assets	I	A	R	C	I	I
4. Create a customer outreach and onboarding plan	C	C	I	I	A	R

\*Note: The Director of Product should be kept informed about the promotional copy and the marketing assets. Other informed individuals may vary.

<i>Plant Pals Landing Page</i>	Web Manager	Graphic Designer	Web Developer	Quality Assurance Tester	Content Writer	Web Designer
<b>PHASE 2</b>						
<b>Task/Deliverable</b>						
1. Design a landing page for Plant Pals	A	C	I	I	I	R
2. Create landing page mockup	A	C	C	I	C	R
3. Design image assets	I	R	I	I	I	A
4. Write content	A	I	R	I	R	I
5. Code landing page	A	I	I	I	I	I
6. Test landing page	A	I	C	R	I	I

Note: In this exemplar, all roles that are not Responsible, Accountable, or Consulted for certain tasks are marked as Informed. You may not need to keep all of these roles Informed about every task, so your answers may vary for Informed individuals.