



Transcript: What is RAPID?

So - what is RAPID? To start, the letters in RAPID stand for the key roles involved. You'll often hear these roles referred to as letters rather than their full name.

The 'R' - Recommend - Running a successful RAPID largely depends on Recommend's management. This role is in charge of running the show by making sure the right people are in the right roles, running the tactical pieces of the process, and ultimately, building a business case and presenting the final recommendation.

The 'A' - Agree - In order for the 'R' to present their recommendation to the person making the decision, they must partner with the 'A'. The 'A's role here is to make sure they provide their critical expertise and work together with the 'R' on any revisions needed if the recommendation doesn't pass their standards.

The 'P' - Perform - The 'P' helps ensure that any RAPID decision actually comes to fruition! Once the decision has been made, the 'P' is responsible for leading the implementation as soon as possible. As such, most of this role's responsibilities will happen after the decision.

The 'I' - Input - The 'I' is the foundation for building a solid recommendation. Think of these as your subject matter experts. This role plays an early and critical part in providing the 'R' with high-quality information and expertise. As a best practice, this role will include perspectives from people, teams, or functions who have direct knowledge and expertise of the matter at hand. Finally, because Twilio is fully committed to becoming an Anti-Racist company, Input should contain inclusive perspectives informed by our Anti-Racism Framework. DEI will often serve as an 'I,' providing input to consider relative to the business decision, though may be elevated to 'A' where appropriate.

The 'D' - Decide - When you hear someone ask, "who has the 'D'", this is the role they're talking about. This person is responsible for committing the organization to action based on 'R's recommendation, holding the 'P' accountable for execution, and ultimately, communicating the outcomes and lessons learned, regardless of success.