



## Transcript: Introduction to RAPID

It's been estimated that the average adult makes more than 35,000 decisions per day. Some of those decisions are straightforward and simple. Some of them, however, are not so clear.

At Twilio, we strive to consistently improve our processes to ensure sharper, more structured decision-making. To support this goal, we are adopting RAPID, which is a well regarded decision-making framework, as the Twilio standard.

The RAPID model is broadly used by teams to bring transparency around how decisions are made, improve organizational buy-in through the involvement of critical stakeholders, and provide a shared set of standards for all to use, regardless of function or level of seniority.

That last point is an important one to remember. It doesn't matter what your role or function might be, YOU can play a critical role or even lead a RAPID process. Everyone at Twilio is encouraged and should feel empowered to leverage RAPID.

By the end of this training, you will be well versed in the common language around RAPID and feel comfortable building a solid decision making team using the tool. Soon enough, you will be ready to utilize it within your projects and teams.