

# AI AUGMENTED ORG PACKET: RACI, SLA MATRIX, COVERAGE GRID, AND ESCALATION TREE

A plain-English, copy-ready packet for nomad teams: roles + RACI, default SLAs, a UTC coverage grid with overlap math, a backup-reviewer rotation, a two-tier escalation tree, a blameless post-mortem template, and the Lisbon Test handoff packet. Duplicate it and keep work moving while you're in the air.

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Duplicate this packet into Notion or Google Sheets and run the Lisbon Test: could your work keep moving for 24 hours while you're offline? This guide gives you the minimum viable scaffolding—roles, SLAs, coverage, backups, escalation, post-mortems, and a handoff packet—so clients always know who's on point and what happens next.

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## 1) ROLES + RACI (AI IN THE LOOP, NO BYSTANDERS)

Use these four seats across all work. Keep titles simple and stable across pods.

- Builder — ships the thing. Creates drafts, PRs, workflows, prompts.
- Operator — owns quality, schedules, budgets, and client comms. Can approve/rollback.
- Reviewer — independent check on risk/quality. Named backup is required.
- Agent/Dispatcher — routes work, maintains the coverage grid, pages on escalation. This can be a person, an on-call rotation, or an automation plus a human backstop.

RACI quick template (copy into Notion/Sheet):

- Task: Inbound lead triage → R: Agent · A: Operator · C: Builder · I: Reviewer
- Task: Content approval (ad/email/social) → R: Operator · A: Reviewer · C: Builder · I: Agent
- Task: Deployment/code review → R: Reviewer · A: Operator · C: Builder · I: Agent
- Task: Client weekly report → R: Operator · A: Operator · C: Builder · I: Reviewer

Guidelines:

- One A (Accountable) per task. If you have two, you have none.
- Reviewer must never be the same person as the Builder on P1/P2 work.
- Document decisions where the work lives (PR, task, or artifact). No private DMs for approvals.

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## 2) DEFAULT SLA MATRIX (PUBLISH AND ITERATE)

Start with these defaults and tune by volume, risk, and staffing. Publish them where clients can see them.

Inbound leads (during sender's hours):

- Positive/qualified: first reply within 5–15 minutes. If no human ack in 15 minutes, auto-escalate to on-call. Next reply within 60 minutes until booked/qualified. Owner: Agent (R), Operator (A).
- Neutral/unknown: first reply within 1 business hour. Owner: Agent (R), Operator (A).

Content approvals (ads, email, landing pages):

- First decision within 24 hours for P1 campaigns; within 48 hours for P2–P3. On silence: auto-approve after 48 hours only if guardrails are met (style/policy checklist passed and a Reviewer pre-approved the template). Owner: Operator (R), Reviewer (A).
- Decision options: Approve, Approve with notes, Block (must include reason + fix path).

Code/automation PRs:

- First review within 4 business hours for small PRs (<150 LOC or low-risk automations). Within 8 business hours for medium; negotiate timeline for large/risky.
- Completion: 24–72 hours depending on size/risk. Owner: Reviewer (R), Operator (A).

Support/requests by priority:

- P1 (revenue-impacting outage or ad spend waste): ack  $\leq 15$  minutes, mitigation start  $\leq 30$  minutes.
- P2 (major degradation, deadline today): ack  $\leq 30$ –60 minutes, plan posted  $\leq 2$  hours.
- P3 (normal work/blocker without revenue impact): ack same business day.
- P4 (nice-to-have/ideas): ack within 1 business day.

How to adapt fast:

- Track first-reply and next-reply separately. Quiet queues hide leaks.
- Tie PR size to SLAs (S/M/L) and publish the size rubric on your repo/automation board.
- Make SLAs visible on the client hub and inside your task template. If it's not visible, it doesn't exist.

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## 3) UTC COVERAGE GRID + OVERLAP CALCULATOR (ONE SHEET, NO GUESSING)

Build a single UTC view so you can see gaps before they bite you.

Sheet columns (one row per person):

- Name · Role (B/O/R/A) · Home UTC offset (e.g., -03:00) · Local Work Start (HH:MM) · Local Work End (HH:MM) · PTO/OOO dates · Skills/Systems (e.g., FB Ads, Make.com, Python)

Convert to UTC:

- $\text{StartUTC} = \text{LocalStart} - \text{UTCOffset}$
- $\text{EndUTC} = \text{LocalEnd} - \text{UTCOffset}$

Pairwise overlap (hours) between Person A and B:

- $\text{Overlap} = \text{MAX}(0, \text{MIN}(\text{EndUTC}_A, \text{EndUTC}_B) - \text{MAX}(\text{StartUTC}_A, \text{StartUTC}_B))$

Coverage guardrails:

- Aim for  $\geq 2$  hours daily overlap between Builder and Reviewer;  $\geq 3$  hours between Operator and Agent.
- For follow-the-sun, ensure every 24-hour cycle has: (a) named on-call Agent, (b) at least one Reviewer with  $\geq 2$  hours overlap with each Builder they backstop, (c) an emergency paging route.

- Publish today's on-call and the backup Reviewer at the top of your client hub.

Common failure points (and fixes):

- Hidden gaps around weekends or daylight-saving shifts → add "Local Weekends" and "Observes DST?" flags; render a weekly heatmap in UTC.
- Ownership confusion at handoff → require a handoff packet (next section) and make the receiving person comment "I own it" where the work lives.

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## **4) BACKUP REVIEWER ROTATION (REVIEWER ROULETTE)**

Prevent stalls by rotating secondary reviewers and balancing load.

Rotation setup:

- Maintain a Reviewer pool per pod (min 3 people). Mark skills and PTO.
- Rule: the Builder cannot be the Reviewer. For P1/P2 work, the Reviewer cannot be the Builder's direct backup on that artifact.

Assignment algorithm (simple and effective):

1. Sort open reviews by oldest first.
2. From the pool, pick the next available Reviewer who isn't the author and has  $\geq 2$  hours overlap in the next 24 hours.
3. If none, assign the on-call backup Reviewer and page the Operator to adjust scope/timing.
4. Rotate the pool pointer after each assignment (Roulette).

Implementation tips:

- Keep a “Reviewer Roulette” tab: columns for Date, PR/Task link, Assigned Reviewer, SLA due, Status. Freeze the pointer cell so the next person is obvious.
- Use CODEOWNERS or automation rules for default reviewers, but keep this manual roulette as the human override for load and PTO.
- Post the roulette result as a comment on the PR/task so the SLA clock is public.

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## 5) TWOTIER ESCALATION TREE (MAPPED TO SEV/P LEVELS)

Two layers are enough for small teams. Tie actions to impact, not loudness.

Severity definitions:

- SEV1 / P1 — Known or likely revenue impact now (e.g., broken checkout, suspended ads, mis-spent budget).
- SEV2 / P2 — Major degradation or deadline today; revenue risk soon.
- SEV3 / P3 — Normal defects or questions; business-hours handling.

Escalation tree (ack = acknowledgement of ownership):

- Layer 1 (on-call Agent): ack in 5–15 minutes for SEV1; ≤30 minutes for SEV2. If no ack, auto-escalate.
- Layer 2 (Operator): if Layer 1 misses ack window, page Operator; Operator may re-route or roll back. For SEV1, Operator must ack within 15 minutes of page.
- Advisory (Reviewer/Builder): pulled in by Operator for fixes or rollbacks; not paged for SEV3 after hours.

Paging routes:

- Primary: tool-based (on-call schedule) → mobile/email → fallback voice call.
- Evidence log: every page creates a timestamped note on the incident card/PR with owner, severity, and next checkpoint time.

Org patterns:

- Solo + contractors: You are Operator; name one on-call Agent per day. Keep a single phone escalation for SEV1.
- Pod: Agent pages pod Operator; Operator pulls the right Builder/Reviewer.
- Agency cell: Dispatcher (Agent) pages pod Operator; if two pods miss ack, escalate to Cell Lead.

Note: Treat the 15-minute window as sacred only for revenue-critical paths. Everything else can wait until business hours.

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## **6) HANDOFF PACKET (DON'T SHIP WITHOUT IT)**

Before you hand work across time zones, attach this packet to the task/PR and @-mention the receiver. If any field is blank, you don't have a handoff—delay or page.

Handoff packet fields (Lisbon Test):

- Context: what we're doing and for whom. Link the brief/spec.
- Constraints: deadlines, budgets, platform limits, legal/brand rules.
- Last good output: the most recent artifact or working state to copy/continue. Include screenshots.
- Budget left: hours/dollars remaining for this scope; include who can approve overage.
- Fallback: safe rollback or alternate plan if blocked in the next 12 hours.

- Owner on receipt: tag the human who now owns it; they must comment “I own it” and restate the next checkpoint time in UTC.

Example snippet you can paste:

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Context: [Client/Product], [Goal], links → [Brief] [Jira/Notion] [Repo]
Constraints: [Deadline UTC], [Budget $/hrs], [Brand/Legal notes]
Last good output: [Link/Screenshot]; known issues: [list]
Budget left: [X hrs / $Y]; overage approver: [Name]
Fallback: [Rollback plan] or [Alternate copy v2]
Receiver: @[Name]; Next checkpoint: [YYYYMMDD HH:MM UTC]
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## 7) BLAMELESS POSTMORTEM (STANDARD TEMPLATE)

Keep blame out; keep facts in. This is how your system learns.

Template (copy/paste and fill):

- Incident title: [What broke] — [Date UTC]
- Severity: [SEV1/SEV2/SEV3]
- Impact summary: [Who/what was affected; time window; rough \$\$\$/risk]
- Timeline (UTC):
  - [T0] Detected by [tool/person]
  - [T+15m] Acknowledged by [Agent]
  - [T+30m] Mitigation started by [Operator]
  - [T+Xh] Resolved; verification by [Reviewer]

- Root cause: [Systems + contributing factors]
- What worked: [Processes/tools that helped]
- What failed: [Where we lost time/context]
- Fixes (ranked):
  1. [Prevent class of issue] — owner [Name] — due [Date]
  2. [Reduce time to detect/acknowledge] — owner [Name] — due [Date]
  3. [Documentation/guardrail update] — owner [Name] — due [Date]
- Evidence: links to PRs, screenshots, logs, client comms
- Review date: [YYYY-MM-DD]; sign-off by [Operator]

#### Ritual:

- For SEV1/SEV2, run within 72 hours while details are fresh.
- Publish to your “Incidents” page and link from the artifact that failed.

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## **8) 7DAY ROLLOUT PLAN (PILOT, THEN LOCK)**

Timebox the rollout. Prove it on one pod/client, then scale.

Day 1 — Duplicate the packet; list your current offers and create one-page RACIs. Assign a named backup Reviewer for each.

Day 2 — Publish SLAs on your client hub and inside task/PR templates. Add the auto-approve rule for content with guardrails.

Day 3 — Build the UTC coverage grid; confirm  $\geq 2$  hours Builder $\leftrightarrow$ Reviewer overlap per pairing. Set the on-call Agent schedule.

Day 4 — Stand up Reviewer Roulette (sheet tab + pointer). Dry-run on two old PRs.

Day 5 — Implement the two-tier escalation tree in your paging tool (or manual protocol). Test the 15-minute SEV1 path end-to-end.

Day 6 — Run a red-team handoff overnight using the packet. The receiver must ship or escalate without meeting you.

Day 7 — Hold a 30-minute retro. Capture fixes and lock the process for the next 30 days.

Compliance readiness note: Most AI oversight provisions in the EU start applying on August 2, 2026. Clear human ownership (Operator/Reviewer), visible SLAs, and evidence logs help you show control without adding heavy process. This guide is operational, not legal advice.