S4P1-4: Ownership Diagnostic Matrix

Purpose:
Identify which teams are truly responsible for delivering customer value within the STI framework — and whether they are actually rewarded for it. Exposes accountability gaps and misaligned ownership across the organisation.

Example Table – STI Value Ownership

Function / Team	Key Value Driver	Control over Outcome	Contribution to OTIF (Action)	Influence on VoC (Response)	Rewarded in STI? (Y/N)	Misalignment Type	Notes
Sales	Customer acquisition	High	8-Oct	4-Oct	Yes	Over-weighted	Drives short-term OTIF lift but weak on experience quality
Customer Service	Issue resolution & relationship	Medium	6-Oct	9-Oct	Partially	Under-rewarded	Heavily impacts VoC, limited STI visibility
Operations	Delivery performance	High	9-Oct	6-Oct	Yes	Balanced	Direct Action driver; minor Response influence
Finance	Billing accuracy	Medium	7-Oct	3-Oct	No	Unaccounted	Customer friction unlinked to incentives
Marketing	Communication clarity	Low	5-Oct	7-Oct	No	Unrewarded	Shapes expectation (Response) but absent from STI weighting

How to use:
Map each function to its **Action** (delivery control) and **Response** (customer influence).
Identify whether the team's impact on value is recognised within the STI structure.
Use findings to redesign ownership weighting before simulation (S4P3-1).

What's Different from Standard RACI Models:
Links accountability directly to **value creation (A×R)** rather than process ownership.
Surfaces under-rewarded contributors to customer experience (e.g. Finance, Marketing).
Aligns STI design to true cause-and-effect relationships.

Uses:
Eliminate "ghost ownership" where teams hold accountability without reward.
Rebalance STI distribution based on real contribution to value.
Build cross-functional understanding of shared value delivery.