

Says

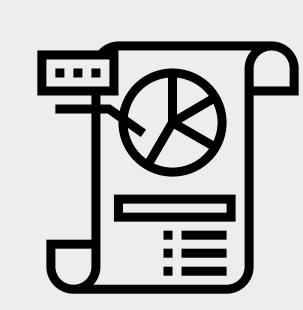
What have we heard them say?
What can we imagine them saying?

Clarification:
They may seek
clarification or
additional information
from colleagues or
superiors when faced
with uncertain expense
items.

Budget Discussions:
Conversations often
revolve around
budget discussions,
where they explain
their estimates and
justify expenses.

Updates: They communicate updates regarding expense estimates to relevant stakeholders as new information becomes available.

Lessons Learned: They might discuss lessons learned from previous estimates, sharing insights on what worked well and areas for improvement



Estimation of business expenses

Financial Planning:
The accuracy of
expense estimates
impacts the
organization's ability
to plan its finances
effectively.

Resource Allocation:
It influences resource
allocation decisions,
affecting investments
in various business
areas.

Decision-Making:
Accurate estimates
help in making
informed decisions
about cost control
and investment
opportunities.

Trust and
Confidence: Reliable
estimates build trust
and confidence
among stakeholders,
including executives
and investors.

Does

What behavior have we observed? What can we imagine them doing?

Thinks

What are their wants, needs, hopes, and dreams? What other thoughts might influence their behavior?



Pressure: Those responsible for estimating expenses often feel the pressure of accuracy and accountability, as their estimates can impact budgeting and financial planning.

Anxiety: There may be anxiety about unforeseen expenses or uncertainties that could affect the accuracy of their estimates.

Responsibility: They feel a sense of responsibility to provide reliable estimates to support effective financial decision-making.

Resource constraints:depending or ter organization,they night feel trustation tv live access to history iCal data estimation

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Resource Constraints:
Depending on the
organization, they might
feel frustration due to
limited access to
historical data or tools
for estimation.

Feels

What are their fears, frustrations, and anxieties? What other feelings might influence their behavior?



