

## 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.

What are their wants, needs, hopes, and dreams?

What other thoughts might influence their behavior?

Anxiety: There may

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

**Thinks** 

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

Pressure: Those

responsible for

accuracy and

planning.

estimating expenses

accountability, as their

estimates can impact

budgeting and financial

often feel the pressure of

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

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

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

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

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



## Does

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



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

