#NoEstimates in Depth
A Panel Discussion

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and
David Hoppe
Steve “Steve” Rogalsky
And Angela “Do no” Harms

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The ‘why’ of estimates

I NEED A COST ESTIMATE ON YOUR PROJECT.

I HAVE NO IDEA. I HAVEN'T EVEN GATHERED THE USER REQUIREMENTS.

DON'T WORRY. I WON'T HOLD YOU TO THE ESTIMATE.

YES YOU WILL. YOU WILL PUT IT IN THE PLAN. FORGET WE HAD THIS CONVERSATION, AND FIRE ME WHEN I GO OVER BUDGET.

GIVE ME A NUMBER OR I'LL FIRE YOU RIGHT NOW.

OKAY, IT WILL COST TEN MILLION DOLLARS.

THAT'S TOO HIGH.

IF YOU ALREADY KNOW THE COST, WHY ARE YOU ASKING ME?

SO YOU'LL FEEL LIKE YOU HAD INPUT.

IS INPUT SUPPOSED TO FEEL THIS BAD?
The ‘why’ of estimates

- Schedule Control
- Cost Control
- Comparison Shopping
- Governance
An example
Our Definition of an estimate

• A technical contributor
• ...taking time from work
• ...to provide hours and dates
• ...to predict the schedule
Feature Selection - Comparison Shopping

Cost

Value

Low
Category One

High
Category Two

Value

Low
Category Three

High
Category Four
Feature Selection - Comparison Shopping

Cost

<table>
<thead>
<tr>
<th></th>
<th>Low</th>
<th>High</th>
</tr>
</thead>
<tbody>
<tr>
<td>Value</td>
<td>Low</td>
<td>NEVER</td>
</tr>
<tr>
<td></td>
<td>High</td>
<td>Do It!</td>
</tr>
</tbody>
</table>

- Low Value, Low Cost: ?
- Low Value, High Cost: NEVER
- High Value, Low Cost: Do It!
- High Value, High Cost: ?
Feature Selection - Take Two!

Value

Low

Fahgetaboutit

High

Do It!
Feature Selection - Take Two!

- Low: Fahgetaboutit
- High: Do It!
Results for #NoEstimates

Vasco Duarte @duarte_vasco · 1h
RT @TimKuppler: "I can't understand why people are frightened of new ideas. I'm frightened of the old ones." - John Cage #NoEstimates

Henrik Ebbeskog @henebb · 4h
Can't remember where I found this text. Think it was stackoverflow... Anyway, love it! :-) #NoEstimates pic.twitter.com/X1YaCDM2Hq

Followed by Henrik Ebbeskog and 6 others

Nick Zdunić @n_zdunic · 4h
Today - Way underestimated - why bother? Optimism/false security. Arbitrary deadlines don't work. yesterdays weather next time? #NoEstimates

Followed by Pat Maddox and 42 others

Llewellyn Falco @LlewellynFalco · 7h
Launch Delayed noestimates powerhoof.com/wp-content/upl...

Vasco Duarte @duarte_vasco · 8h
Projects vs Products and some consequences of estimation RT @TSigberg: “The wrong question” leancto.wordpress.com/2014/07/09/the... #noestimates

Thorbjørn Sigberg

The wrong question
(This is part #3 in my mini series of blog posts about estimates. Previous posts: part#1 part#2) It's time to let you in on The Secret. Don't tell anyone, but "How long does it take?" is the wrong q...

View on web
Now let’s talk!

I say we put down our phones and talk.

agreed.
Takeaways

**take-away**

/ˈtākəˌwā/  

**noun**  
plural noun: takeaways

1. a key fact, point, or idea to be remembered, typically one emerging from a discussion or meeting.  
   "the main takeaway for me is that we need to continue to communicate all the things we're doing for our customers"

2. **SPORTS**
   (in football and hockey) an act of regaining the ball or puck from the opposing team.

3. **BRITISH**
   a takeout restaurant.
   "a fast-food takeaway"
   - a meal or dish of takeaway food.

4. **GOLF**
   another term for backswing.
Where to go for more

Just a google search away:

Woody Zuill - No Estimates

Arlo Belshee - Naked Planning

‘No Estimates’ in Action: 5 ways to rethink Software Projects

How to Move Beyond Project Estimates and Provide Better Value