WHY NOBODY IN OUR BUSINESS CAN ESTIMATE

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Tim Lister
The Atlantic Systems Guild Inc.
lister@acm.org
Bizarre Estimation Failures

Christmas 1999!!!
Bizarre Estimation Failures

EXACTLY 0 PRODUCTS,
BUT
5 PROJECTS UNDERWAY!!!
Bizarre Estimation Failures

It’s $60,000,00, but for you, 41,500,000 !!
WHAT BLOCKS ESTIMATING?

- Nobody wants an estimate
- We set goals instead of estimating
- We don’t rub noses into estimates
- We don’t practice!
NOBODY WANTS AN ESTIMATE

Get Paddling!
WE SET GOALS INSTEAD OF ESTIMATES

Hint: The happiest outcome is not necessarily the most likely outcome.

Projects need both goals and estimates. At the start they should be different.
WE DON’T RUB NOSES INTO ESTIMATES

A Public Display
WE DON’T PRACTICE!

“Race day is your reward for all the days of practice.”
-Coach Calano
HOW TO GET BETTER

You can’t control what you don’t measure.
ESTIMATING QUALITY FACTOR

Value you are estimating:

1st estimate (Feb 13th)

Time →
ESTIMATING QUALITY FACTOR
ESTIMATING QUALITY FACTOR

Diagram:

- A perfect estimating history
- Value you are estimating
- Estimate (for chart)
- Time
- Set 10th actual, done
ESTIMATING QUALITY FACTOR

\[ \text{EQF} = \frac{\text{PERFECT ESTIMATE}}{\text{DEVIATION FROM PERFECT}} \]
ESTIMATING QUALITY FACTOR

PRIMO = 8.5+

NORM = ±4.0

THE WORST = 1.8

STAIRWAY TO HELL

ACTUAL
ESTIMATING IS YOUR JOB

- There are 2 managers: you and time.
- You, not time, should make as many decisions as possible.
- Bad news only gets worse with time.
- Use EQF on everything that matters.
- It’s okay to be a grown-up.