⬜ Internal Memo

To: All Contractors & Employees
From: Adam Winchester, CTO
Date: 21 May 2025
Subject: Mandatory Use of Real-Time Time Estimates Instead of Vague Language

---

⬜ No More "ASAP" – Real-Time Estimates Are Now Required

In order to **communicate clearly and professionally with our clients**, we must move away from ambiguous status updates like "ASAP," "soon," or "we're working on it." While these phrases may seem harmless, they undermine our ability to manage client expectations effectively and erode trust over time.

Going forward, **all communications—internal and external—must include a real-time estimate for when project work will be completed**. This applies to development tasks, consulting deliverables, support tickets, and implementation milestones.

Why This Matters

- **Clients rely on us for clarity**: Without clear timelines, our clients are left guessing. This leads to frustration, escalations, and damaged relationships.
- **Estimates allow us to prioritise intelligently**: Vague responses prevent teams from understanding true workload and capacity.
- **Estimates are not commitments**: It's perfectly acceptable for an estimate to shift based on new information. What matters is that we **communicate with transparency**.

🛠 What's Required

From now on, include in all updates:

- A specific date or time range (e.g., "Expected by end of day Friday," "ETA 2–3 business days")
- A brief note of dependencies if applicable (e.g., "Dependent on client feedback by Thursday")
- Use Clickup to regularly update these estimates for visibility and accountability.

For Managers & Leads

It is your responsibility to:

- Ensure your team is providing accurate estimates
- Help troubleshoot blockages that may affect timelines
- Regularly review and refine estimates with the team

Example Shift in Language

Instead of:
 "We'll get to this ASAP."
Say:
 "We expect to complete this by Wednesday COB. If anything changes, we'll update you immediately."

Final Note

We're not asking for perfection—we're asking for accountability. Even rough estimates are better than no information. This small shift in communication will lead to **better planning, stronger client relationships, and less stress for everyone involved**.

Let's commit to clarity.

—

Adam Winchester
Chief Technology Officer