

Showing the Value of QA & Testing

KWSQA Membership Meeting

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In Your Company...

Is Testing valued?

Are Testers valued?

Are Quality Assurance
activities valued?

Are QA roles valued?

Do You Ever Feel Like This?



Unappreciated?



Under Valued?



Who Doesn't Value Your Work?

Developers / Programmers

Managers

Executives

Product Manager / Product Owner

Project Manager

Scrum Master

Team Members

Customer Support

Customers

How Do They Show It?

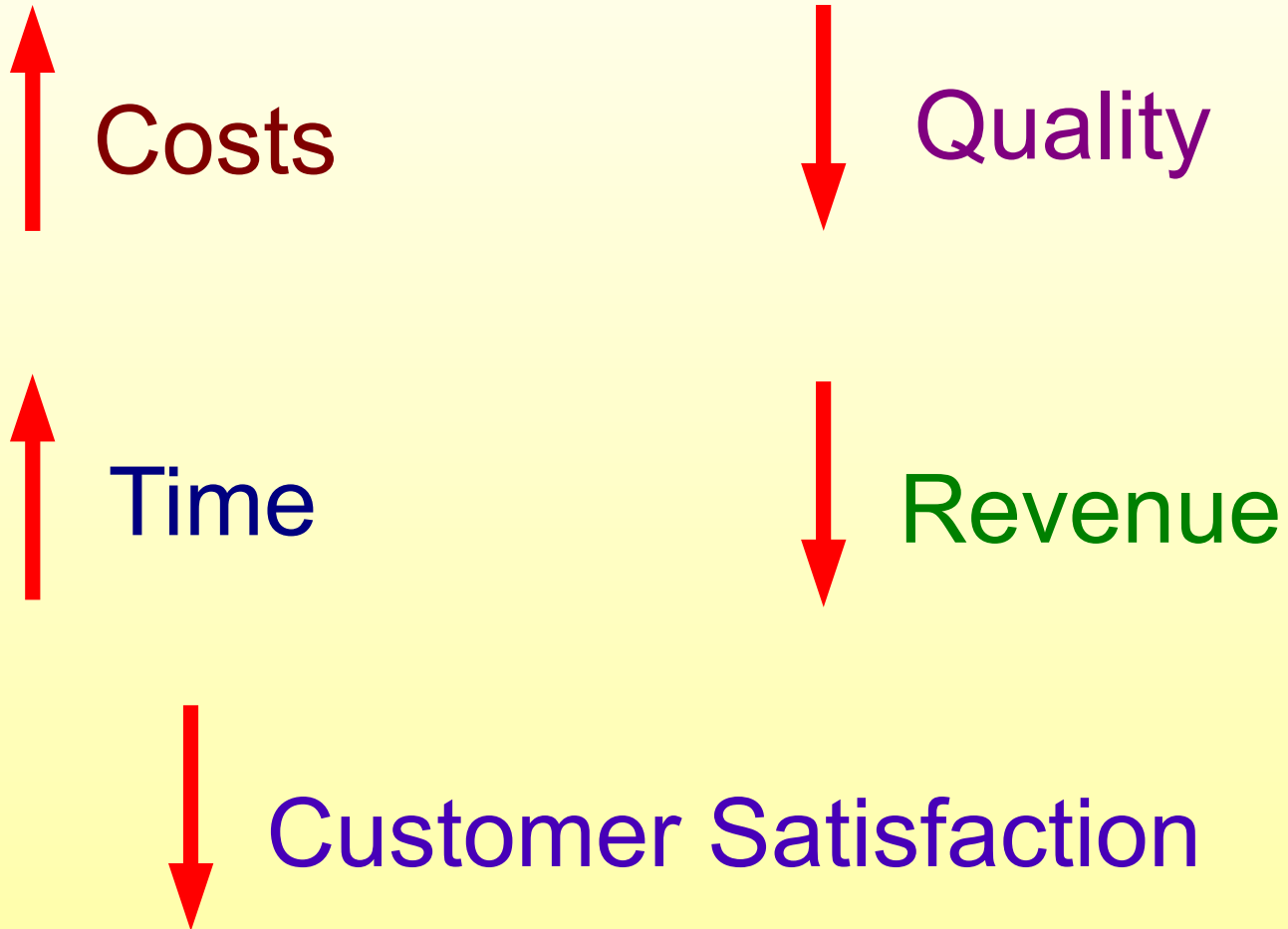
Testing is an Information Service



Testers are Information Radiators

***We seek out information and report it
to people who need to know
so they can make
effective & informed decisions.***

When We Don't Add Value



Key Values for Success

*Not Just
for Agile!*

Individuals &
Interactions

Processes &
Tools

Working
Software

Comprehensive
Documentation

Customer
Collaboration

Contract
Negotiation

Responding
to Change

Following a
Plan

The Mindset

- Information Radiators, not “Quality” Police
- Focus on Team Goals & Customer Value
- Provide Continuous Feedback
- Keep it Simple
- Courageous (new tasks, speak up, ask questions, make mistakes)
- Continually Improve

Foster a Healthy Environment

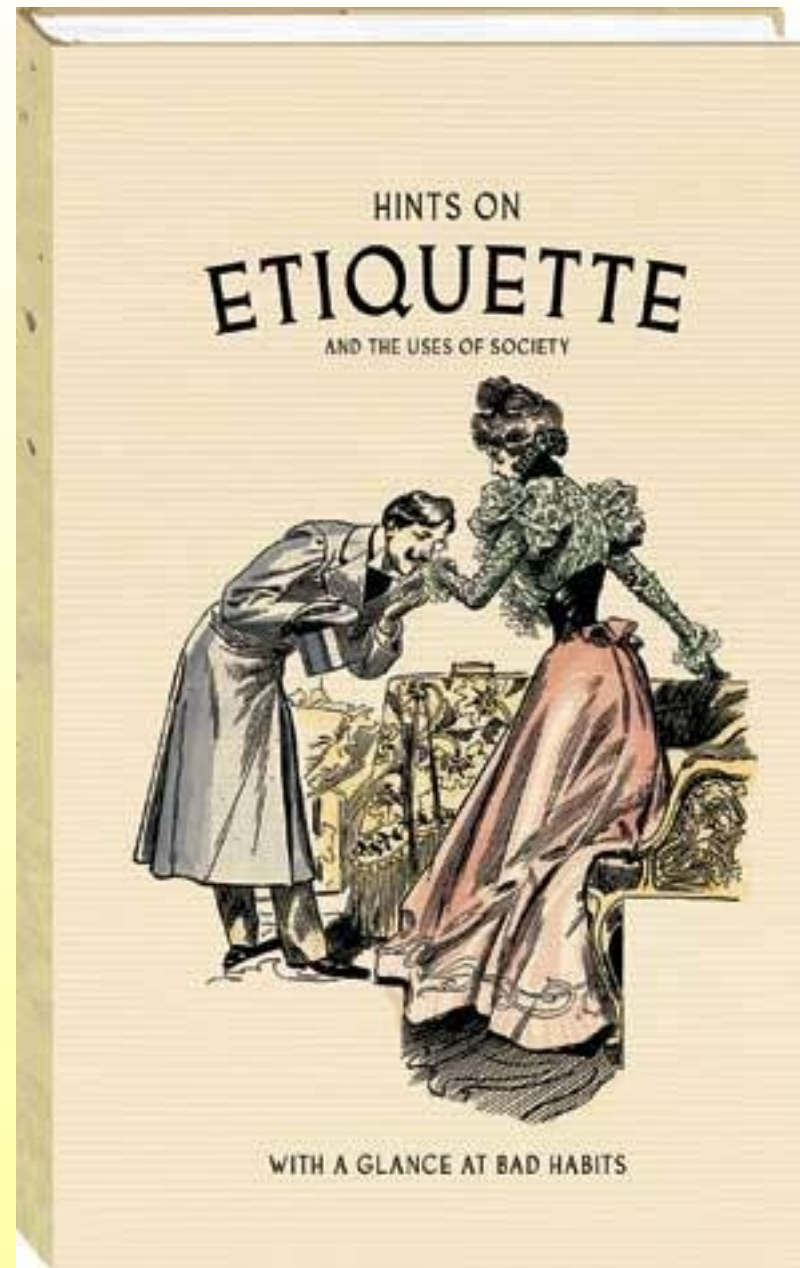
- Build Relationships
- Open Communication
- Collaboration
- Work Hard, Play Hard
- Responsibility & Accountability
- Team Commitment & Team Results
- Reflect & Adapt
- Be a Learning Organization
- Lead by Example

Collaboration

- Collective Ownership
- Collaborate with Developers, Product & Project Managers, Management, Customers
- Collaborate within Team (Pairing)
- “Power of 3” - Business, Developer & Tester
- Help Achieve a Common Language
- Help describe requirements & designs as examples & tests
- Fast ROI: Customer Needs vs. Personal Wants

Discover What They Care About

- Listen, talk less
- Ask open-ended questions
- Take notes
- Motivators & values
- What are they trying to say?
- What do they need?



Communication Techniques

- Be Personable
- Listen, and Understand
- Foster Open Communication
- The Whole Team Approach
- Build Trust

Communication Approach



Adapt Behaviours

- Eye contact
- Body language
- Facial expressions
- Gestures
- Vocal cues

Other Tips

Early Project Involvement

- Get testing involved at start of projects
- Educate & show how you add value
- Don't become a roadblock
- Be a top-tier service provider
- Focus on 'we', not 'you' and 'me'

Agreed Upon Target Quality Levels

- Decision makers determine priorities
- Provide guidance & information to help them make best decisions possible
- Find out what risks are acceptable & which are not; publish & sign-off

Learn to Say 'No', Appropriately

- Don't be a victim of circumstance
- It's okay for people to want something
- Don't commit the impossible
- Educate on what testing can do
- Provide value every step of the way

Tie Testing to Money

- How much do they want to spend to get the information they need?
- Put decision in their hands – they set the priorities
- Eliminate mandatory overtime – if needed, get it paid for over & above salaries

Make Information...

Relevant

Actionable

Timely

Useful

Accurate

Meaningful

Complete

Information is Relevant



Information is Meaningful & Useful

They understand the information and find value in it.

If they don't...

- *Was it the wrong information?*
- *Was it the right information presented in the wrong way?*



Information is Accurate & Complete

Don't Risk:

Wrong Decisions Being Made

Losing Credibility

Causing More Work

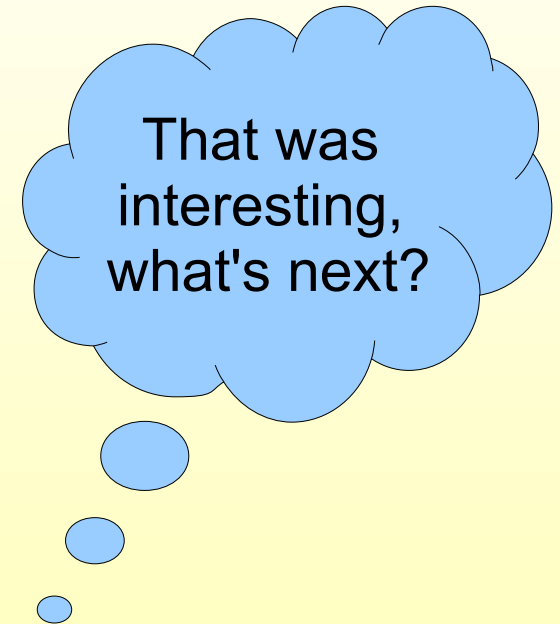
Information is Timely



Information is Actionable

Clear on Next Steps

- Decision to be made?
- Need support?
- What do they need to do?



“Creative thinking

*may mean simply the realisation that
there is no particular virtue in doing things
the way they have always been done.”*

- Rudolf Flesch

In a Nutshell

Communication
and
Collaboration
lead to...

... Recognized Value in QA & Test



Related & Recommended

Agile Testing: A Practical Guide for Agile Testers and Teams

– Lisa Crispin and Janet Gregory

The 5 Essential People Skills – Dale Carnegie Training

Lessons Learned in Software Testing – Kaner, Bach & Pettichord

The Five Dysfunctions of a Team – Patrick Lencioni

Surviving the Top Ten Challenges of Software Testing

– William E. Perry and Randall W. Rice

Listen For Success: A Guide to Effective Listening – Arthur K. Robertson

Anything by Virginia Satir

<http://www.geraldmweinberg.com> – Gerald M. Weinberg

<http://www.nkarten.com/> – Naomi Karten

<http://www.ayeconference.com/> – AYE Conference