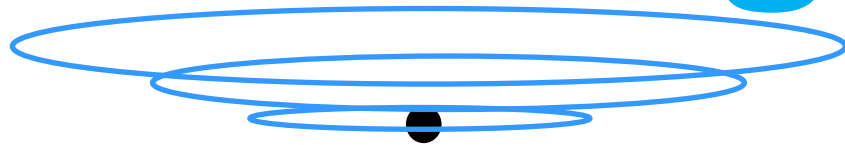


**creating**



# **DISSONANCE**

**Overcoming Organizational  
Bias towards the Value of  
Software Testing**



**CULTURE**  
**EATS**  
**STRATEGY**  
**FOR BREAKFAST**

Ford Motor Company

**Bias** is an inclination to present or hold a partial perspective at the expense of (possibly equally valid) alternatives.

**prejudice?**

**OR**

**bias?**

**testing is...**

**TOO SLOW**

**DOESN'T UNDERSTAND OUR BUSINESS**

**UNNECESSARY**

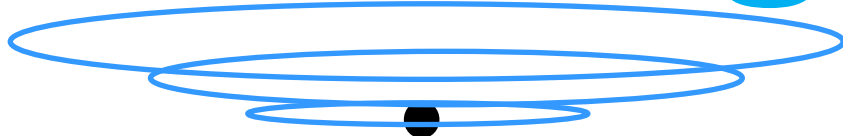
**NEEDS TO BE AUTOMATED**

**NOT TECHNICAL**

**EXPENSIVE**

developers DSDM Scrum  
x-treme programming V-Model  
agile LEAN metrics KANBAN  
RUP RAD  
Cost of Quality test  
TDD maturity  
process TEST TOOL VENDORS models  
improvement certification  
outsourcing consultants

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**DISSONANCE**

**NO**

**YES**



**get connected...**

**...peers**

**...experts**

**...community**

**YOU**  
**WILL**  
**FAIL**

**get educated...**

**...business**

**...leadership**

**...drive**

**YOU**  
**WILL** usually  
**FAIL**

**start a movement...**

**...values**

**...principles**

**...objectives**

**YOU**  
**WILL**  
**FAIL** *less often*

# Changing culture is **HARD!**

(but if you want to do it anyway...)

- 1) determine your organizations values**
- 2) identify bias**
- 3) prime your environment**
- 4) triangulate your improvement plans**
- 5) and lastly...**

**MANAGE  
YOUR  
OWN  
EXPECTATIONS!**



# Thank you!

<http://qualityremarks.com>



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