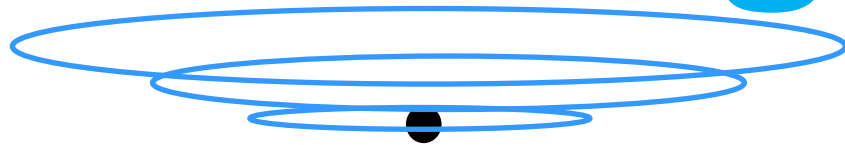


creating



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

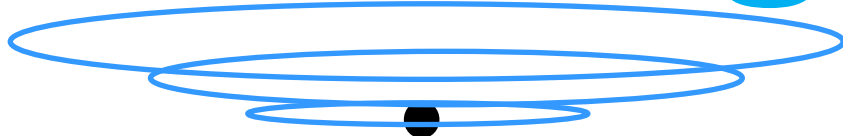
NEEDS TO BE AUTOMATED

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

creating



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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