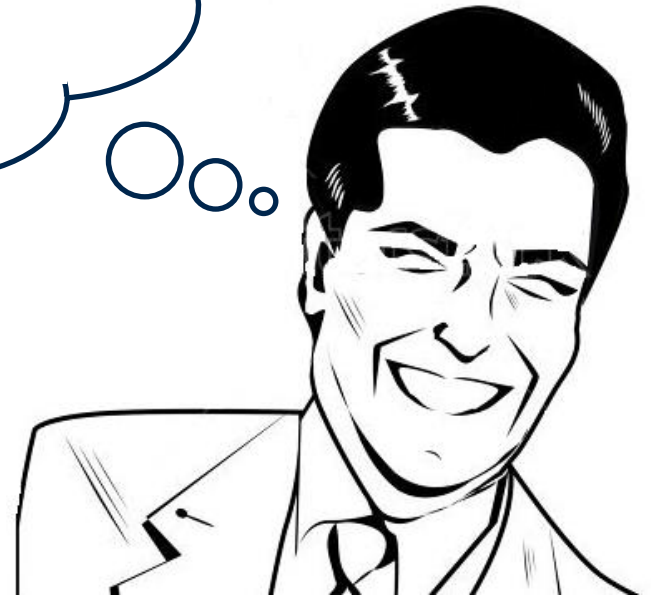


HOW TO TALK TO A CIO

(about software testing)

if you really
have to...



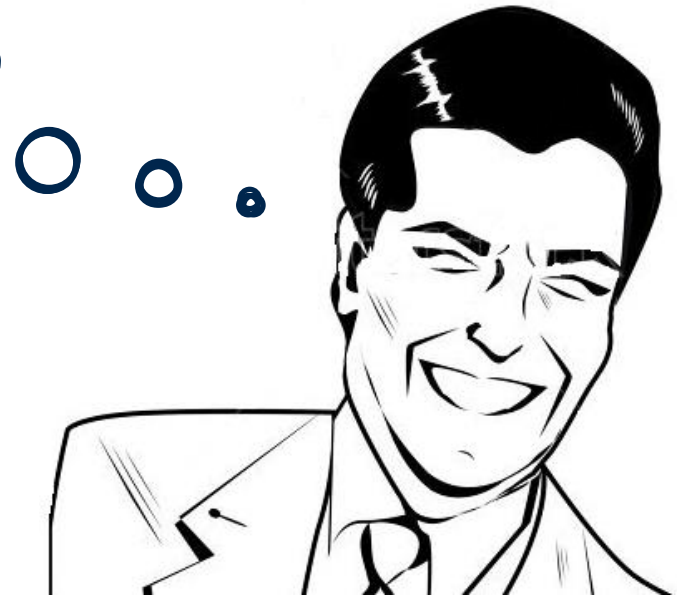


“Those are my **principles, and if you don’t like them, well, I have others.”**

Groucho Marx

WHY WOULD YOU WANT TO TALK TO A CIO?

I don't care about your
problems...





confidence in...

DECISIONS

products and systems

COVERAGE

TESTING



**“We never
are **right**,
we can only
be sure we
are **wrong**.”**

**Richard
Feynman**

the problem with talking

“QUALITY”

THEY SUCK
WE SUCK
YOU SUCK

Quality

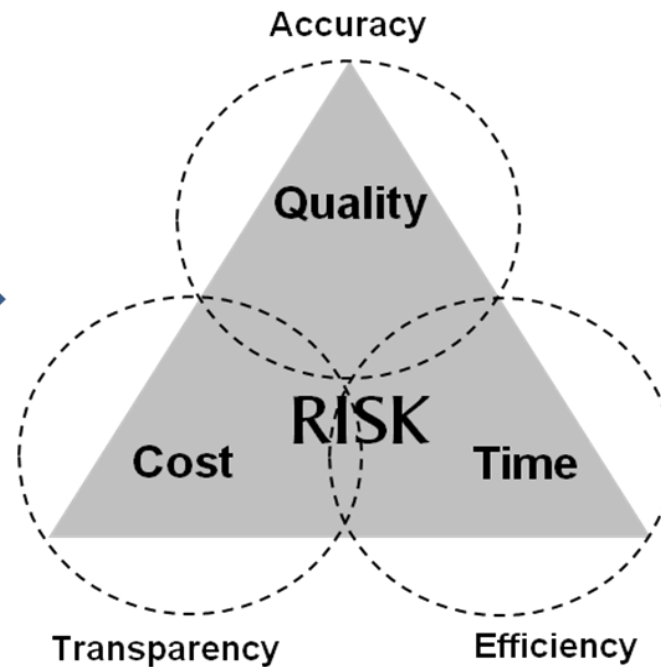
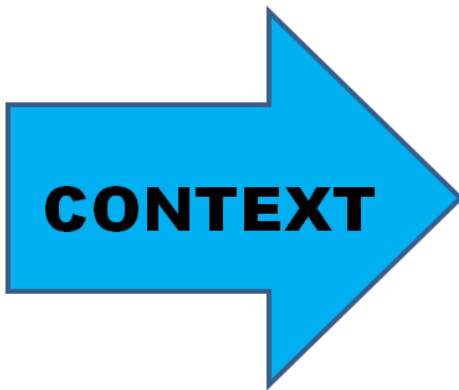
≠

0 Defects!

defects **RELIABILITY**
maintainability **REUSE**
Cost **security**
of
Quality
DATA **VALUE**
UX
privacy
PERFORMANCE **SPEED** **availability**
interoperability **function**
USABILITY **scale**

support
ACCESS
compliance
to
standards
interface
DESIGN

“testing is QUESTIONING a system in order to evaluate it.” James Bach



**bugs
= risks
issues**

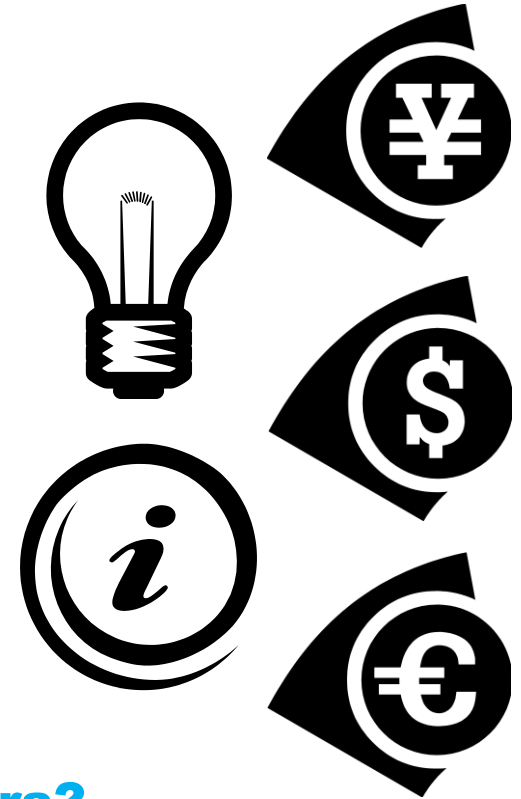
interactional expertise

*“**expertise** in the language
of a specialism in the
absence of **expertise** in its
practice”*

Rethinking Expertise
Harry Collins, Robert Evans

...So What Does a **CIO** Need to Know?

- **Answers for their CFO**
 - **Regulatory and financial risk**
 - **Operational governance**
- **Threats to their business**
 - **Defect impact – found in test**
 - **What problems are your competitors experiencing?**
- **Market data**
 - **What are your competitors doing?**
 - **What should we be doing now? 2 years?**
- **Business opportunities**



So if you really **HAVE** to talk to a **CIO** (about testing...)

- **Remember its not about you!**
 - **Know your audience – target your terminology**
 - **Establish credibility with people who matter**
- **Answer questions for the CFO**
 - **Listen to the CFO calls – internal, external**
 - **Research your own company – SEC Form 10k**
- **Have an outcome in mind BEFORE**
 - **Know something**
 - **Do something**

**MANAGE
YOUR
OWN
EXPECTATIONS!**

Thank you!

<http://qualityremarks.com>

