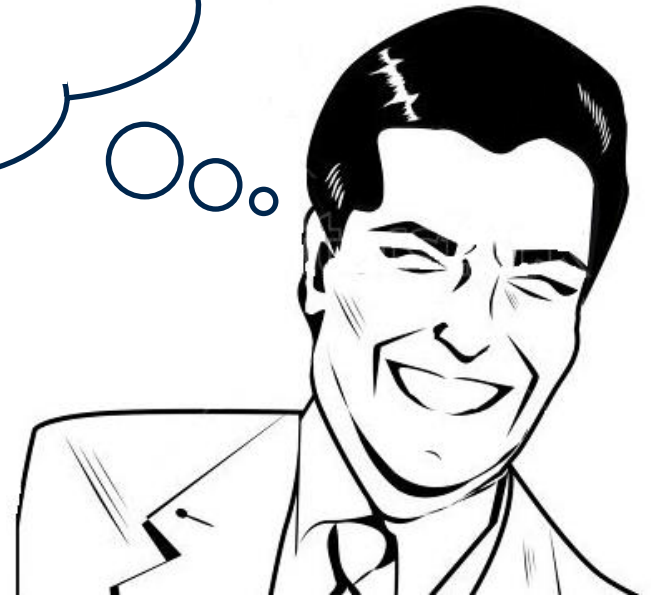


# HOW TO TALK TO A CIO

(about software testing)

if you really  
have to...



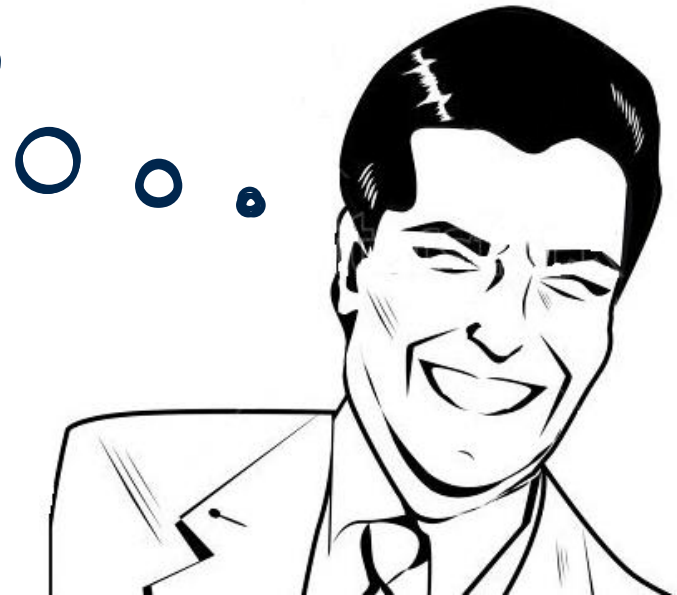


**“Those are my **principles**, and if you don’t like them, well, I have others.”**

**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**

**≠**

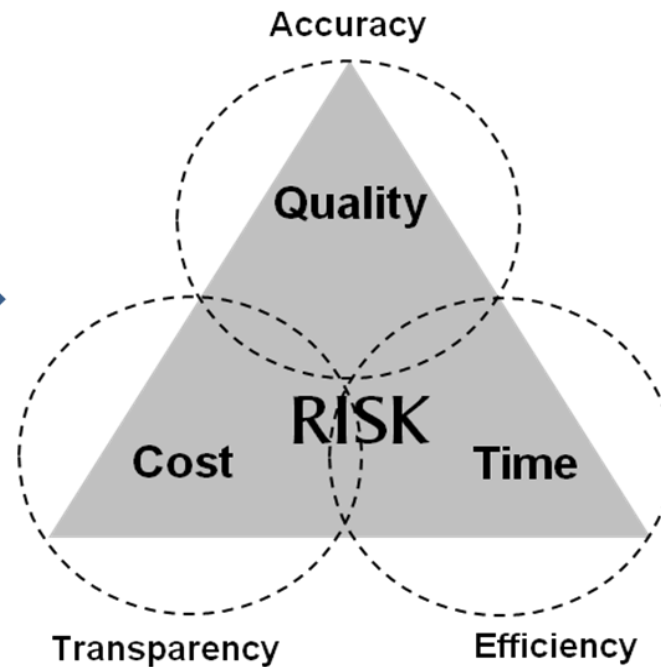
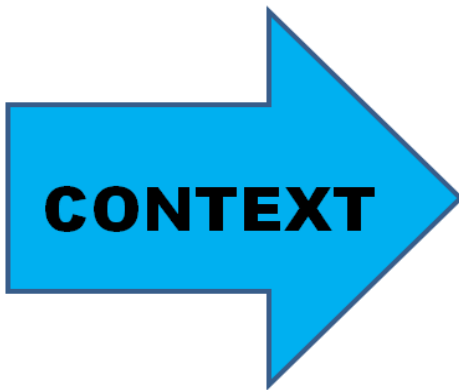
**0 Defects!**

**defects** **RELIABILITY**  
**maintainability**  
**Cost** **security** **REUSE**  
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**

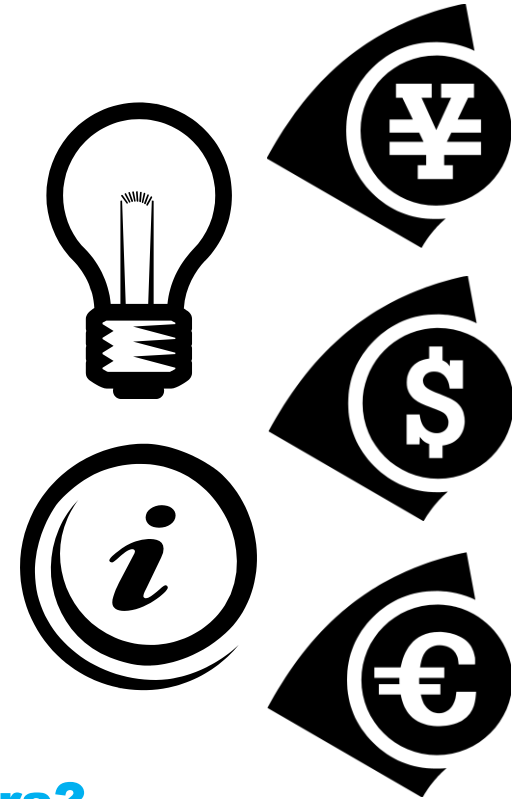
# interactional expertise

*“**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>

