



QAI Canada

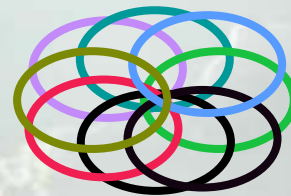
2006 International Quality Conference

Quality – The Quest for Excellence

2-6 Oct 2006 Sheraton Centre Toronto Hotel – Toronto Canada



The Social Psychology Of Improving Software Testing Processes Where You Work



Presented by Cordell Vail, cste csbs

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THE POWER OF INFLUENCE

The concepts for this presentation were born out of frustration from going to seminars and national conferences but having no way to impart that knowledge to fellow employees or management upon return to work.



ORIGINALLY THIS WAS A FULL DAY SEMINAR

Session 1

Session 2

Session 3

Session 4

Personal

Team

**Conflict
Resolution**

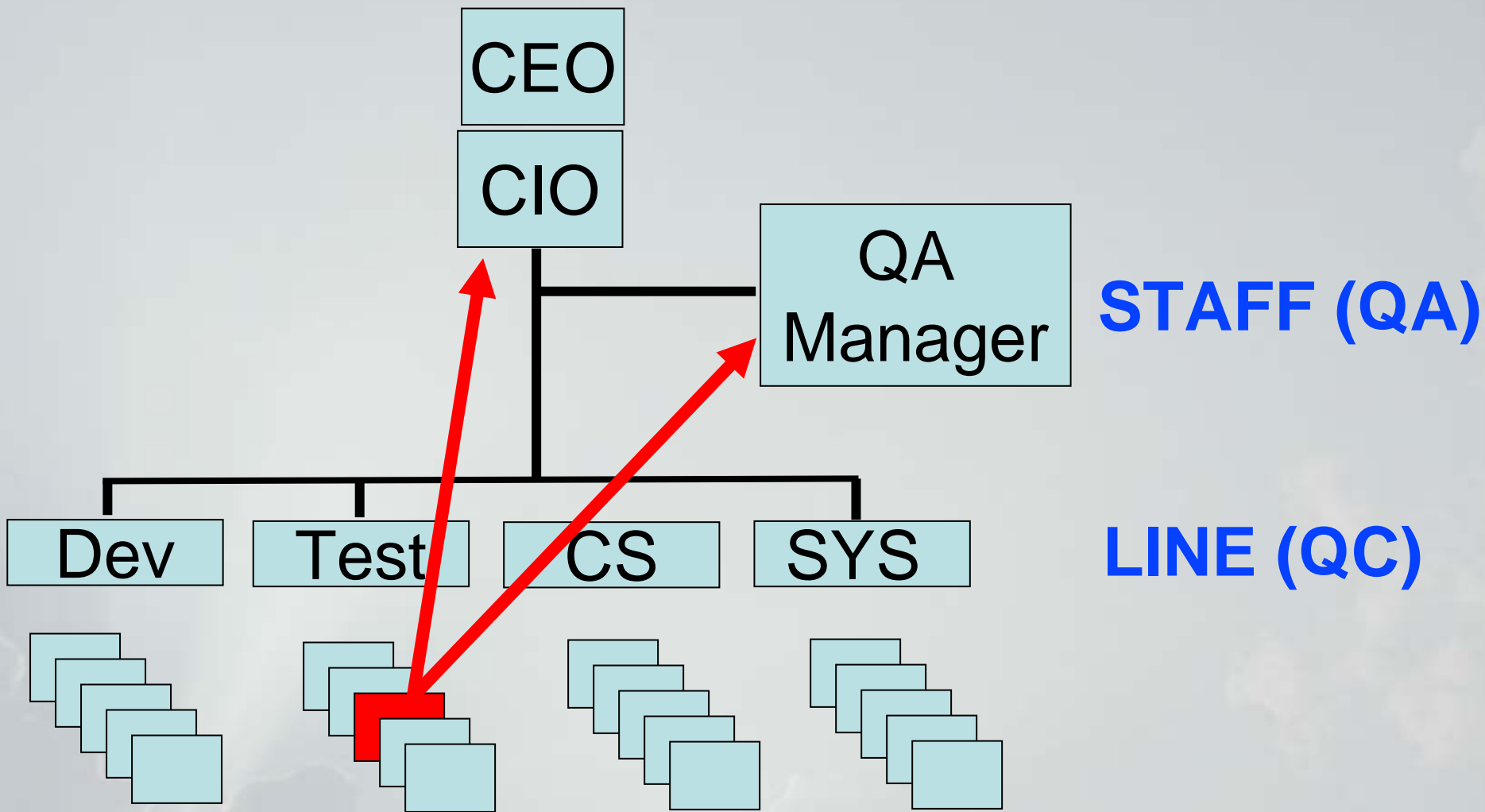
Enterprise



**End goal for the seminar
was to help you learn how
to make a difference at work**

This presentation is about the affect social psychology has on improving processes, not on how to improve the processes themselves.





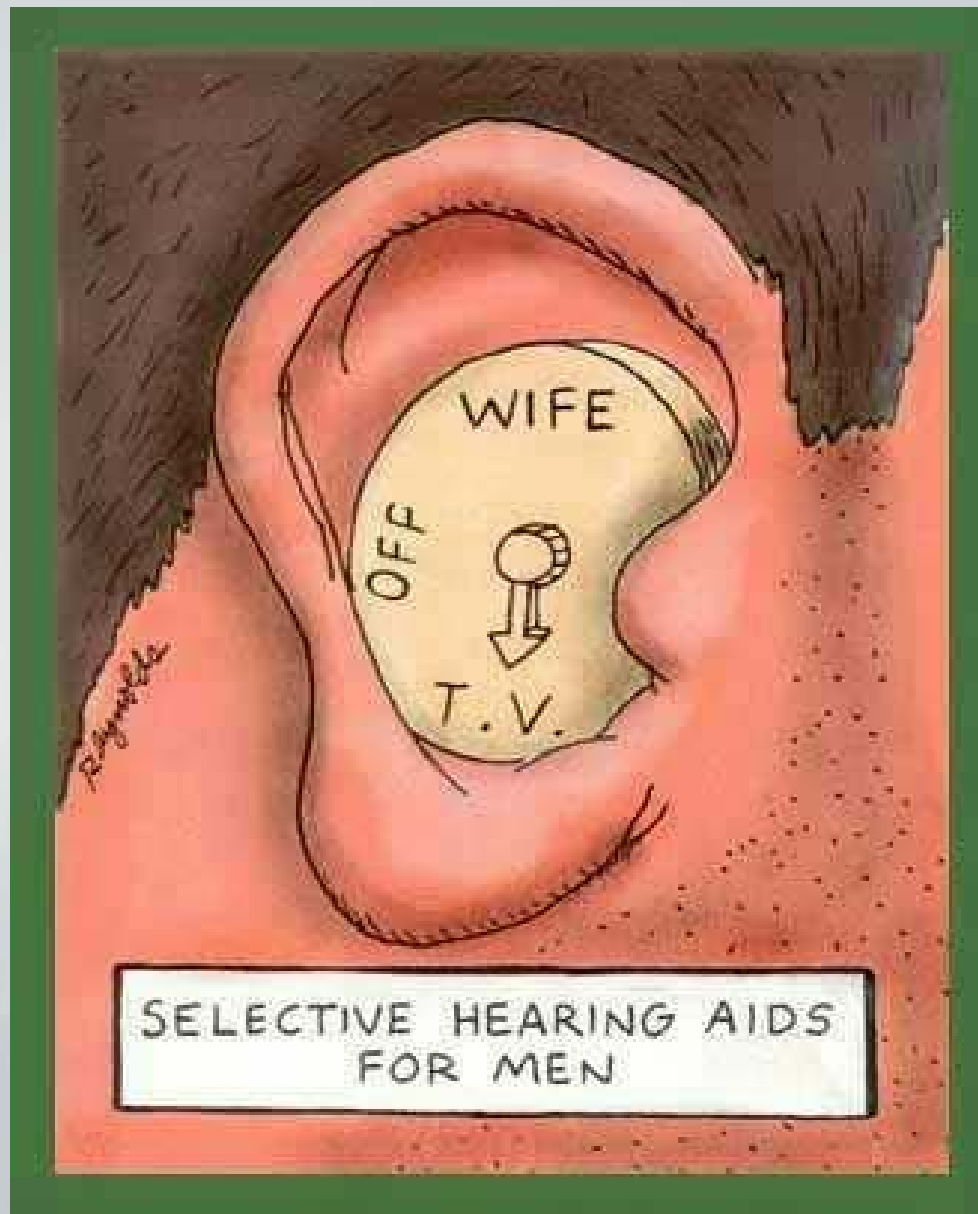
No matter what level you are at,
you can have an influence!

This presentation is about the power of self improvement



This presentation is about building relationships





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This presentation is about making communications an art form



This presentation is about conflict resolution



**This presentation is about
learning how to bloom
where you are planted**



- You will learn how you can have a very big influence on your entire company.
- You will learn how one individual can help improve all the testing processes where you work.
- You will learn that individuals can make a difference.



**You will be able to use
these principles in every
part of your life.**



Everything we do is a process.

If we repeat it....

We can improve it.



KEY TO SUCCESS #1

**BELIEVE YOU CAN
MAKE A
DIFFERENCE**



LIFE'S LESSONS

The reason most people never find a 4 leaf clover is that they never look for one.
Life is a lot like that.

Cordell Vail



**MANY “THINGS” ARE
VALUABLE - BUT TO WHO?**

**PLEASE OPEN YOUR
BAG OF TRICKS NOW**



**Some times we find things
that are useful...**

**but not in the circumstance
we are working in at the time!**

When you go to a seminar and learn a new procedure or methodology that you think would help your company...

how do you make it appear useful to the managers or to your co-workers?





How can you, as an individual, use that information to help improve policies, practices, processes or procedures at work?



When you want to make a difference and experience the power of a starting something good



You may realize later that sometimes it doesn't matter who lit the first candle?



**You have to believe you can
make a difference**

BEGIN WITH THE END IN MIND
Stephen R. Covey



Personal Excellence

See the material on the CD

And in my book “*My Turn To Win*”

CD



KEY TO SUCCESS #2

BUILDING RELATIONSHIPS



**Building relationships is
as much a key element in
successful software
testing as finding bugs in
the software.**





Learn to be a peace maker.

**Fight fire with fire and all
you have left is ashes.**

Enthusiasm is contagious

**Hello.. Hello Joe? I found this
gold. Could you help me?**



JOE

WITH THIS \$1000 AND 75¢ YOU CAN GET A CUP OF COFFEE
AT THE SNACK BAR DOWN STAIRS.

I JUST WANTED TO TELL YOU THAT I THOUGHT YOU
DID A GOOD JOB WITH YOUR PRESENTATION IN THE
MEETING TODAY

KEEP UP THE GOOD WORK

Cordell

**But when the day is done,
our collective strengths
overcome our weakness
and together we accomplish
a great deal.**

Don Denny, WSIPC

KEY TO SUCCESS #3

GET MANAGEMENT CONCURRENCE

**Without Concurrence you will
never have Compliance....**

Compliance requires Consensus!

**What good is a policy, practice
or procedure if no one uses it?**

Where do you start to get concurrence to your suggested changes





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Rule #1 - Start with Management



Rule #2 - Start with Management



Rule #3 - When all else fails, use Rule #1 or #2



**Changes to policies, practices,
processes or procedures must
be implemented TOP DOWN...**

**Convince your manager and
you have convinced the world!**

**Otherwise we have the
tail wagging the dog.**



How can **YOU** influence management to make these changes?

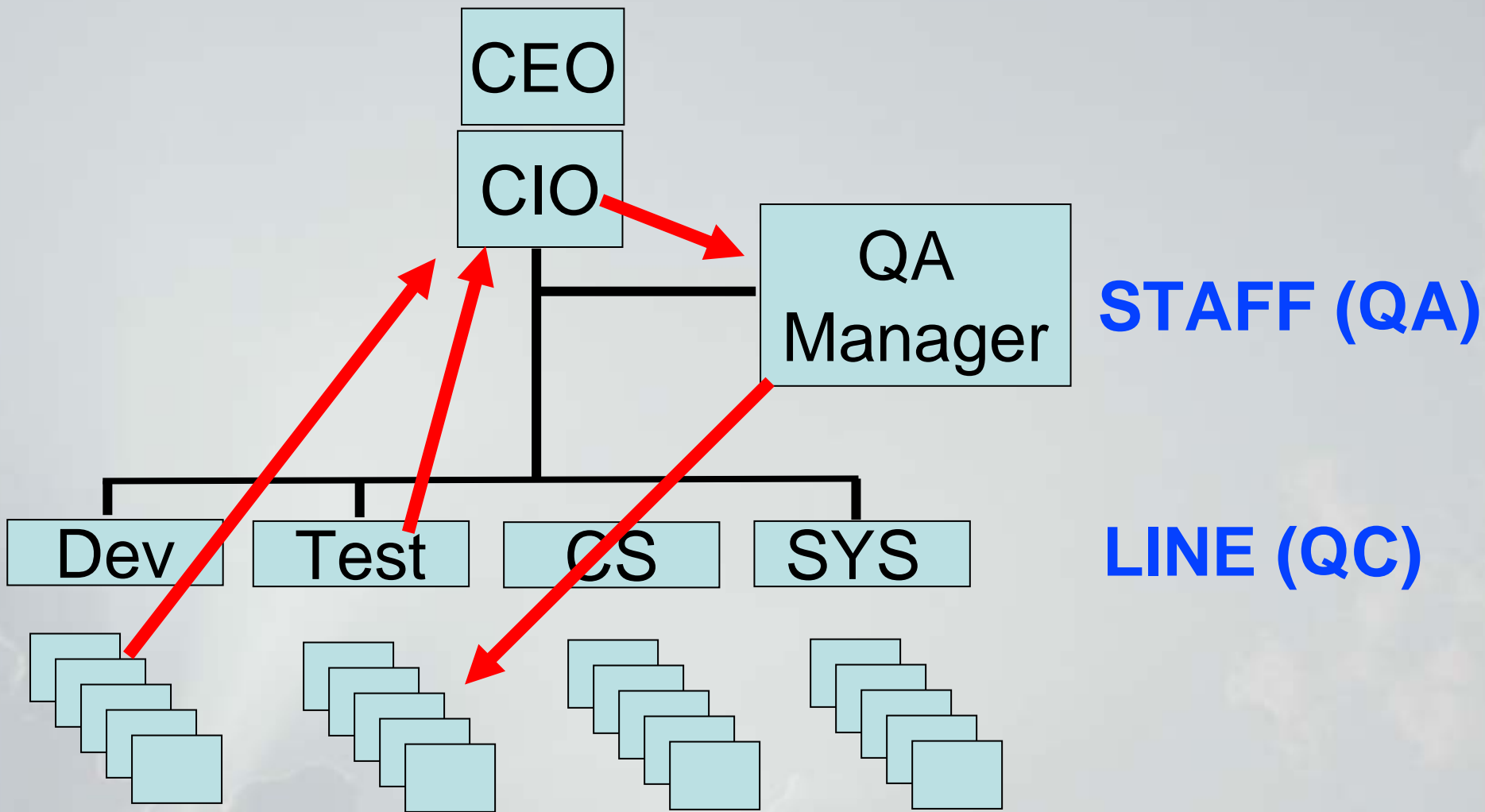


IF..... you have the influence
that the management will listen,

(**IF** IS A VERY BIG WORD)

*





No matter what level of leadership you are at, the issue of needing influence is the same!

KEY TO SUCCESS #3

**HELP START A
PROCESS
IMPROVEMENT TEAM**



STEP 1 –

Create a process improvement team

1. Ask those who use it to help change it
2. Have a manager be a part of the team.
3. Have a time line for the change
4. Don't let team get lost in “nit picking”

How do you form a team?

Not everyone makes a good process improvement team member

1. Open minded
2. Willing to see others points of view
3. Want change
4. Not stick to how it is done now
5. Believe that it can be improved
6. Willing to take ownership
7. Flexible

STEP 2 – LEARN THE PROCESS

1. Know the environment
2. How does the process work now?
3. Why does it need to be changed?
4. Who are the stake holders?
5. Why isn't it working now?
6. How does it fit in big picture?
7. Will changing it affect any thing else?
8. Is it causing problems the way it is?



STEP 3 – BE EFFECTIVE

- 1. Make sure the change is good**
- 2. Use it – revise it - use it – revise it until team members like it**
- 3. Ask several others who will use it to try it. Ask them to make comments**
- 4. Value the importance of feed back**
- 5. What is the long term outlook**

STEP 4 – USE IT OR LOSE IT

- 1. Once done, give training to everyone**
- 2. Get feed back as people use it.**
- 3. Be willing to further modify it.**
- 4. Review in 3 months, 6 months and 1 year to make sure the changes were good and are being used.**
- 5. If it is not being used – START OVER!**

KEY TO SUCCESS #4

MASTER CONFLICT RESOLUTION



Managers – give before asking



Developers – feed their ego and hunger



Test Team – don't be a growling dog



Contractors – include them



Users – listen to them



**Vendors – fight fire with fire
and you all you get is ashes**



**15 keys – use them and it
will change your life**

(see handout)

Take Homes

- **Believe You Can Do It!**
- **Get Management Concurrence**
- **Process Improvement team**
- **Master Conflict Resolution**



QUESTIONS

Q & A

Cordell Vail, cste csbs



Cordell Vail, cste, csbs – Quality Assurance Analyst -

Cordell grew up in Utah. He graduated from the Brigham Young University and has completed two years of graduate school work at the University of Utah in Interpersonal Communications. He served as an Infantry Platoon Leader in Vietnam. He was an instructor at Ft. Benning, GA Infantry School for 2 years and achieved the rank of Captain before his discharge from the Army. His work experience includes being a Controller for International Exchange Students Inc, and Laser Image Systems Inc, Assistant Plant Manager at Designer Line Manufacturing Inc, Software Developer and Senior Systems Analyst at Nixdorf Computer Inc and Software Developer at Software Systems Solutions Inc. With this wide range of business experience, Cordell also brings to the presentation a test engineer's perspective. He is a Certified Software Test Engineer and Certified School Business Specialist with ten years experience in manual and automated testing. He now lives in the Seattle Washington area, where he was a Software Test Engineer at Weyerhaeuser for 8 years, and for the past 3 ½ years has been a Quality Assurance Analyst with the Washington School Information Processing Cooperative. WSIPC is a cooperative of 290 Washington State school districts. Cordell has helped several Test Engineers pass their CSTE certification test. He has published 5 books and is currently writing a book on the Social Psychology of Software Testing. His humorous and memorable presentations have entertained and educated audiences across the continent from Vancouver, British Columbia to Orlando, Florida - from Toronto, Ontario to Los Angeles, California.

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