

WHAT EXECUTIVES VALUE IN TESTING

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The Executives...



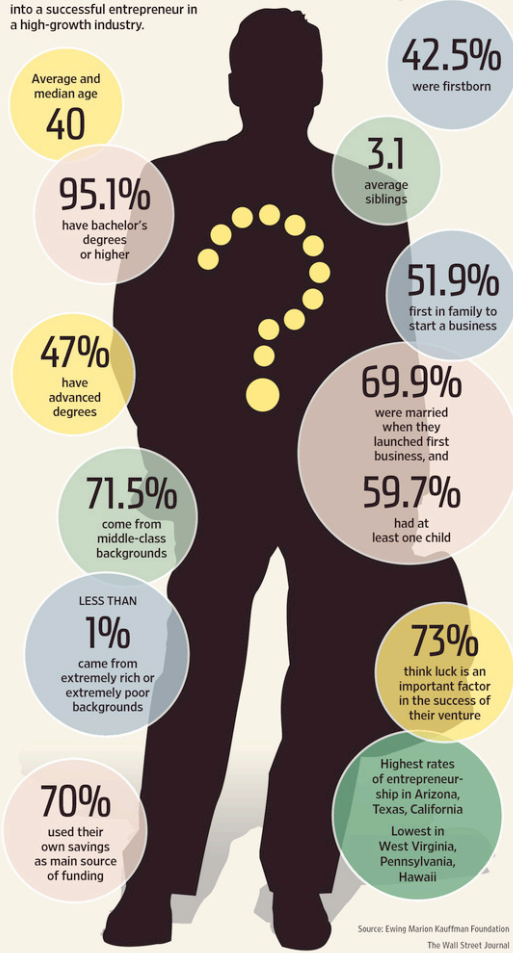
FOUNDER:
build the product
and test and prove
the concept



CEO:
profitable, stable,
managed growth

BY THE NUMBERS | Taking the Measure of Entrepreneurs

We hear it all the time: Successful entrepreneurs in booming industries like tech come from all walks of life and every corner of the country, if not the globe. Yet many of them have a lot in common. Almost all have at least a bachelor's degree. Nearly three-quarters come from the middle class. And nearly 70% were married when they launched their first venture. Here's a closer look at what goes into a successful entrepreneur in a high-growth industry.



“Make the demo work.”

“...understand that the limited number of customers you have will not be very concerned if they run into a small bug here or there.”

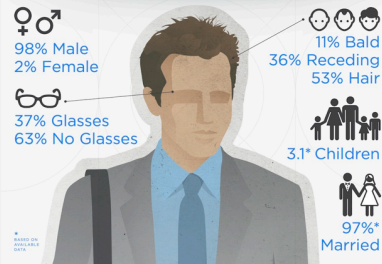
“If figuring out design is more important than functionality [...], testing falls to the wayside.”

Founders don't hire testers.

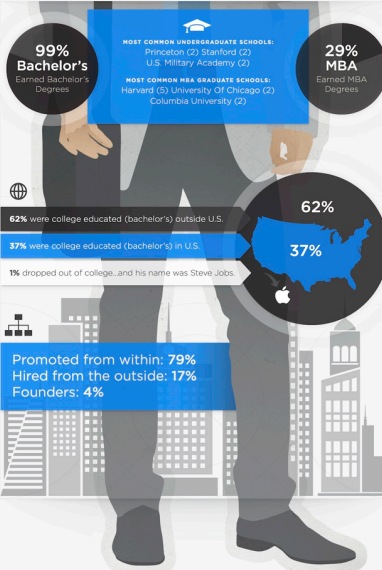
TOP-PERFORMING CEOs

Earlier this year, **Harvard Business** released a study on the world's 100 best-performing CEOs of all time. So what do all of these great leaders have in common?

WHAT DOES A TOP-PERFORMING CEO LOOK LIKE?



WHAT KIND OF BACKGROUND DOES A TOP-PERFORMING CEO HAVE?



“...more formalized testing with documented scripts, test plans, requirements etc. to comply with audit regulations of our customers.”

“Test driven development and continuous integration. Load testing, user experience testing, formal user feedback process.”

“I didn't realize there's multiple testing activities.”

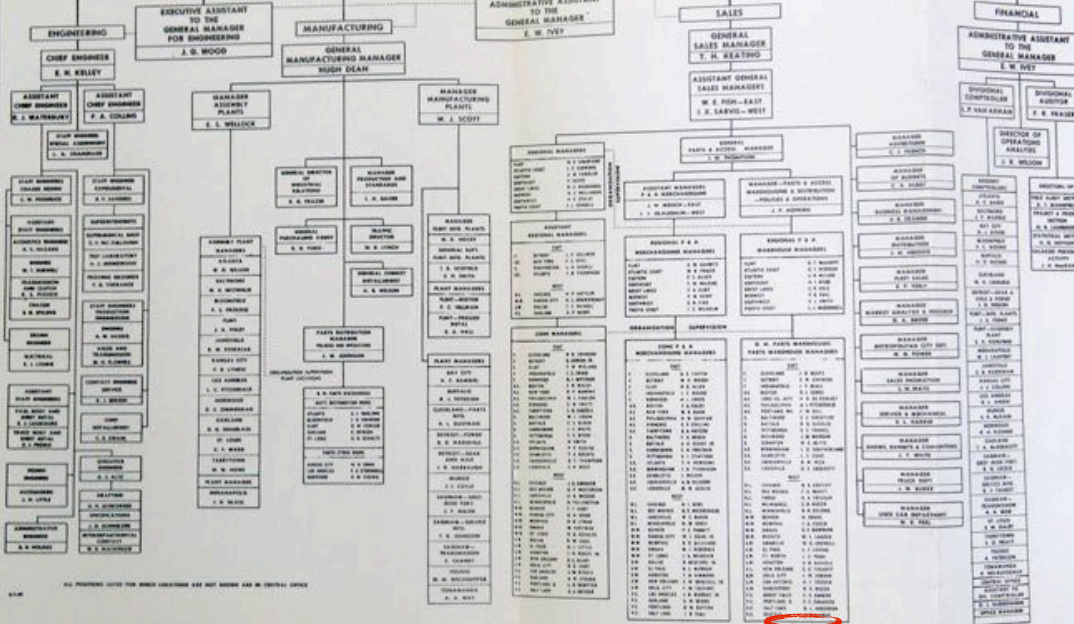
- President and CEO

“Some want their products to be tested well, some don't care that much.”

- Test Lab

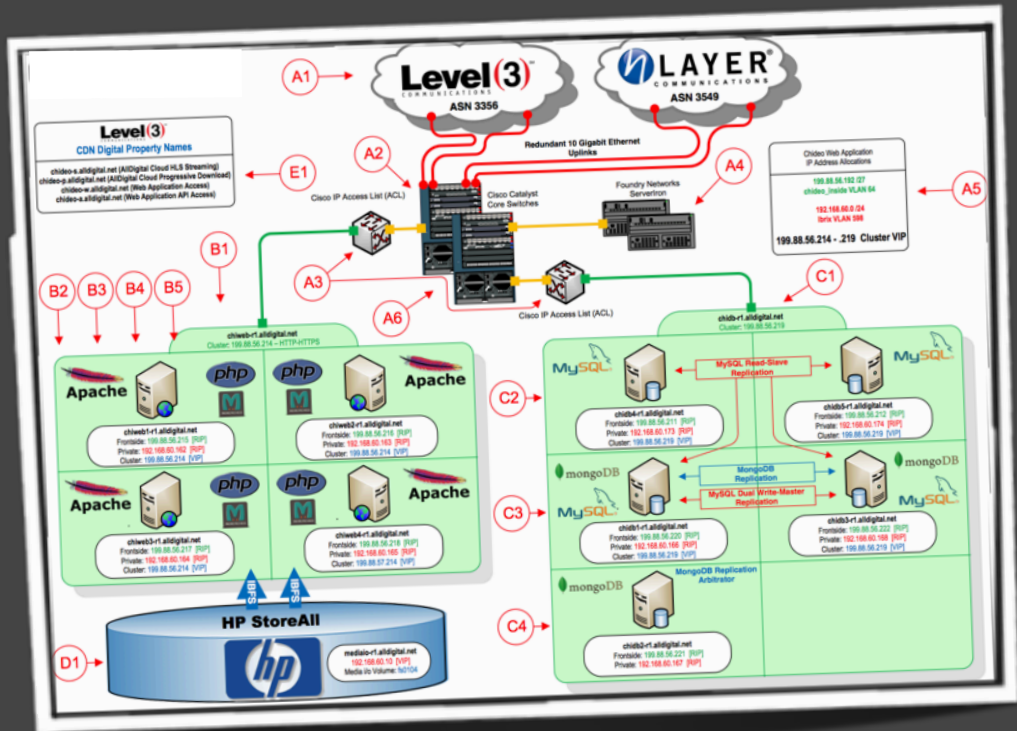
ORGANIZATION CHART
CHEVROLET MOTOR DIVISION
OF GENERAL MOTORS CORPORATION

GENERAL MANAGER
W. F. ARMSTRONG



FIRE THEM ALL





REVIEW THIS TEST PLAN

Valuing Testers...

SEED STAGE

developers do a lot of the testing

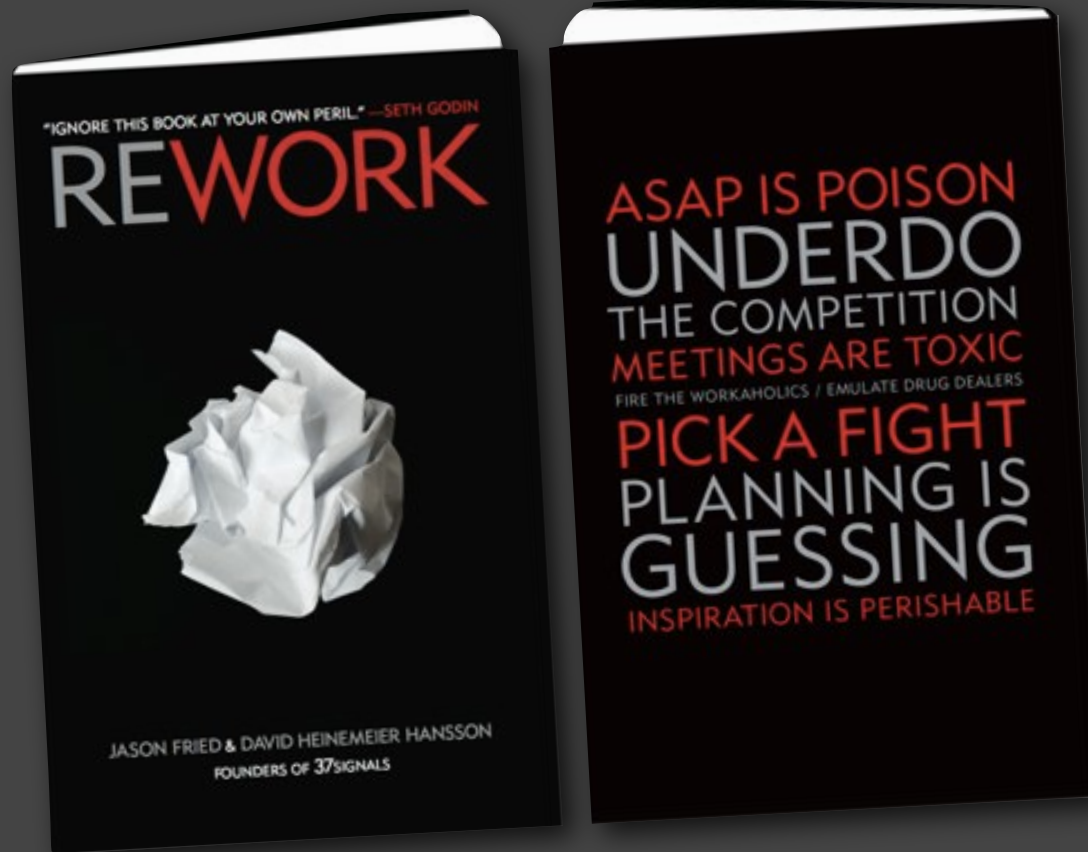


GROWTH STAGE

testers start to show up,
focus on pain points –
still in alignment

ESTABLISHED

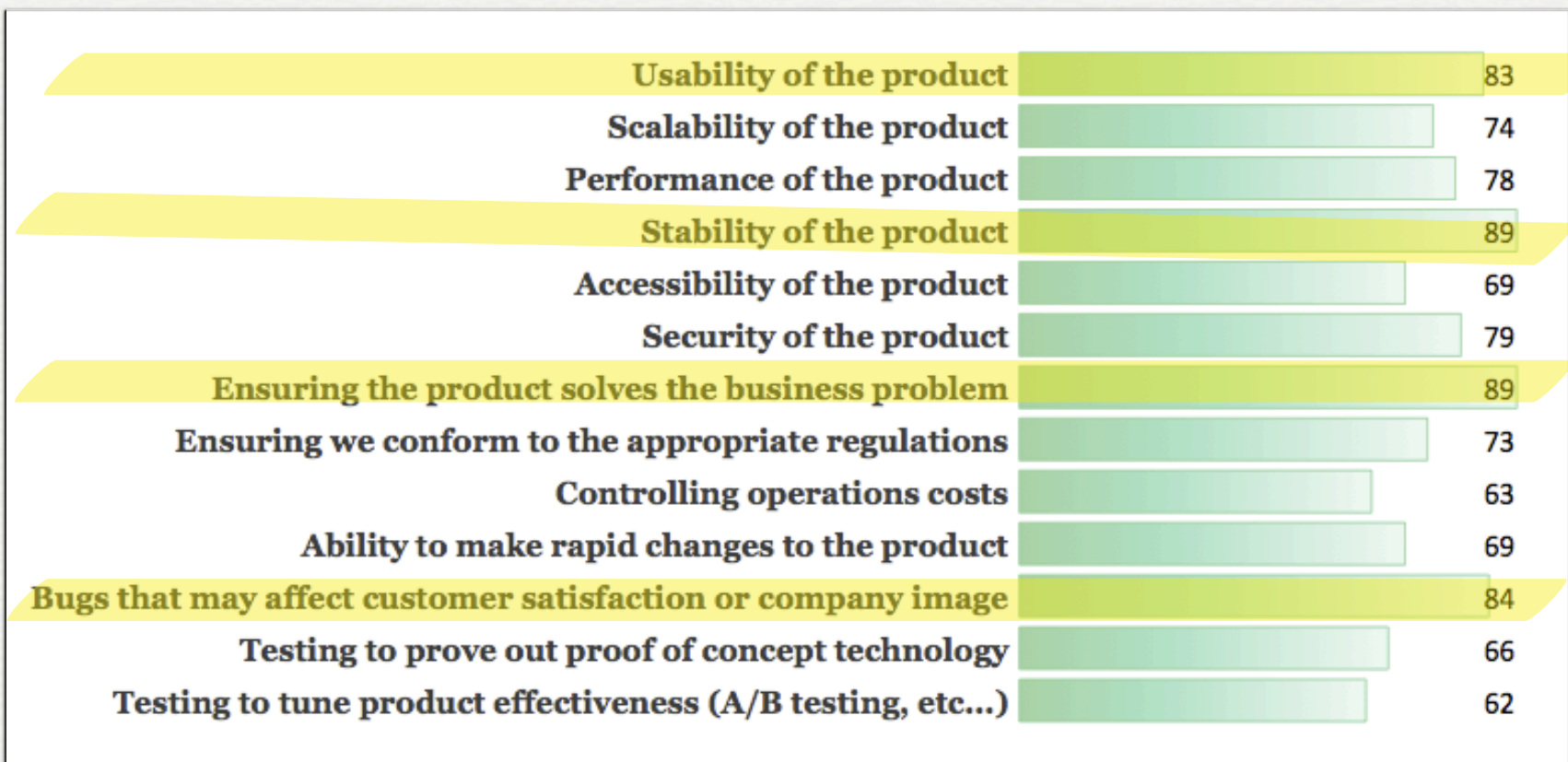
organizational structure
and disconnect from
founders/executive
leadership and business
problems – pathologies
emerge



“Don’t hire for pleasure; hire to
kill pain.” - 37Signals’ book *Rework*

Where we have alignment

- Ensuring the product solves the business problem
- Ensuring the product is stable
- Making sure the product is usable
- Making sure the product doesn't embarrass the company



The Gaps...

Most testers ignore (or loosely pay attention to) testing focused on **controlling** operations costs.

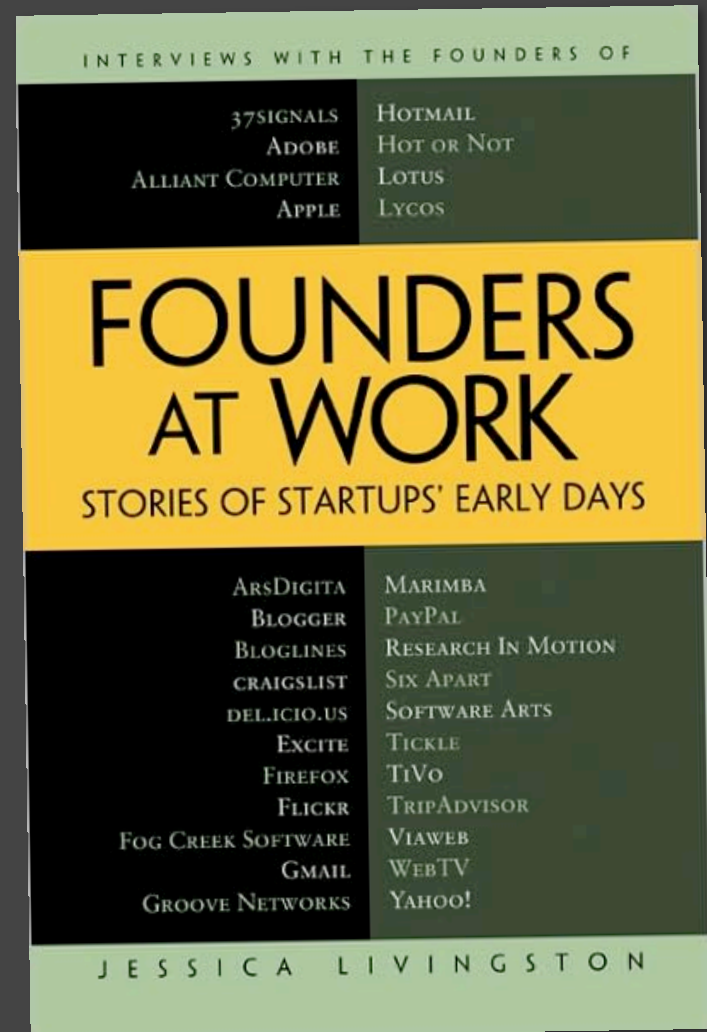
Executives think *this* testing activity is important.

Executives largely don't care about testing to ensure that they are compliant with **regulations**.

Nearly half of testers feel *this* testing is critical.

Executives want:

- fast and **scalable**
- **solutions** to business problems
- that don't **cost** a lot to run or maintain



**“All testing humanly possible on all
components of our software suite. [...]**
Keep me in a job...”

Bridging the gap...

PROBLEM

You don't know what they want

Understanding **what's at stake**:

- ask them
- role play
- take the counter argument
- develop your own stereotypes
- negotiation requires empathy
- take your small experiences and scale those up
- if you don't know this person, who do you know who's like this person?

PROBLEM

You don't talk the same language

Things that drive **shared language**:

- develop a core understanding of the mission
- understand the financials of the product / business
- personas and experience maps
- interact with real users

OPPORTUNITY

You can affect operational cost...
but you aren't aware how

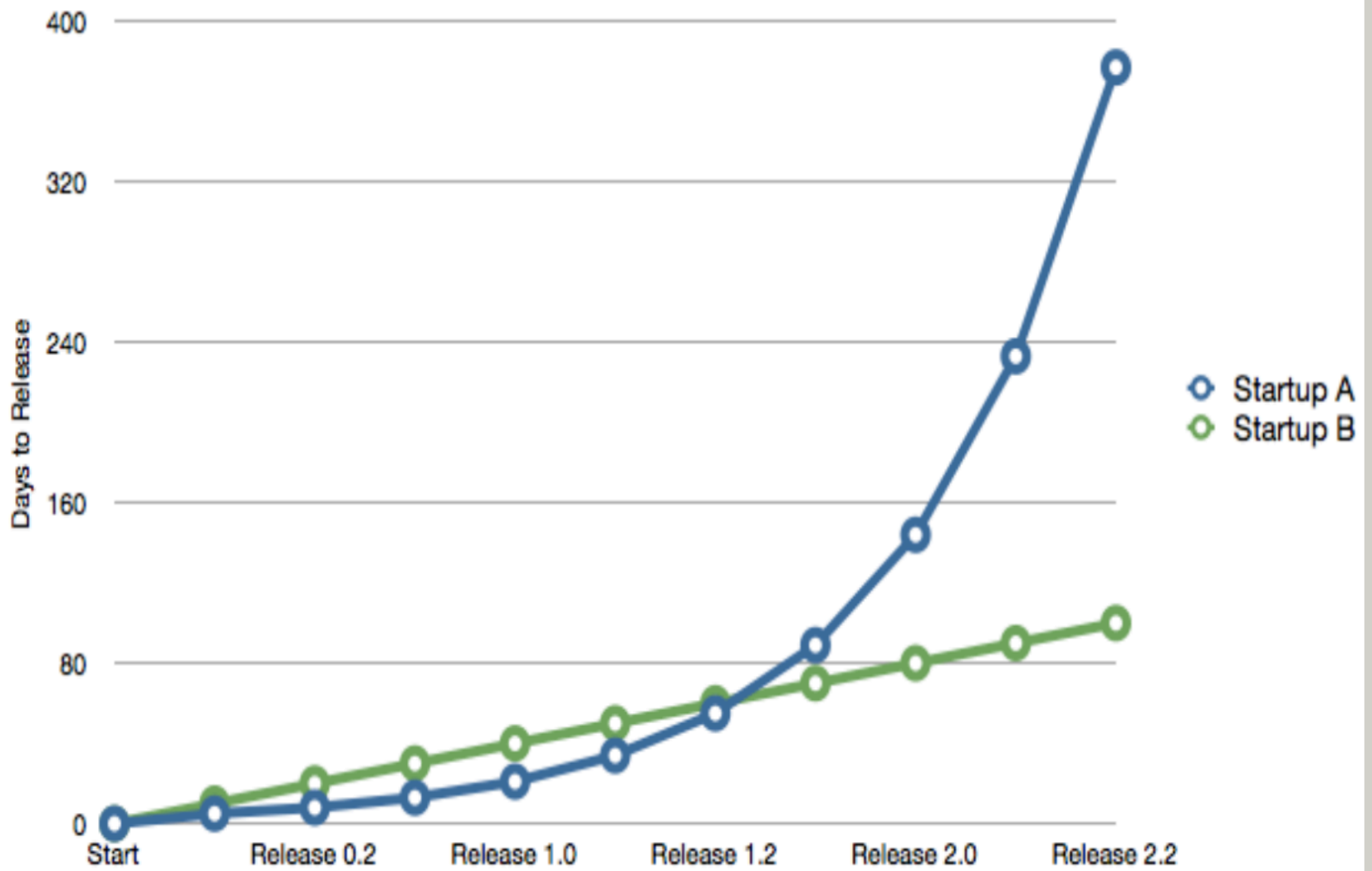
Getting control of **operations**:

- Assisting with monitoring and alerting
- Assisting with setup for debugging
- Testing for:
 - compatibility
 - data migration
 - upgrade and rollback
 - regression issues

OPPORTUNITY

You can play a larger role in helping the team achieve feature scalability

Release Velocity



THE DARK SIDE



This one...



Not this one...

Tester as **Facilitator**:

- Using testing to establishing credibility
- Pair testing/programming
- Supplementing existing unit tests
- Helping write new unit tests
- Writing simple, but high-impact UI automation
- Removing automation roadblocks
- Teaching others

Remember...

“I don’t know what you do...”

VS.

“I wouldn’t think of doing this
without you.”

This is your responsibility.

Thank You