Missed Opportunities

When quality is put in a box

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MISSED OPPORTUNITY
Oh my!

Baffled.

Plagued.

Frustrated.
Turn to your neighbor quality

Relying on a subconscious culture of quality will break down as your business scales
Don’t tell anyone…but I used to run from opportunities…
My Quality Mantras

● Socialize the true value of Quality
● Come to the table
● Lean in on relationships and communication
● Grace and Patience - give it and receive it
● Scale down to scale up
● Say hard truths with a smile
Interesting Challenges...Massive Opportunities
Many organizations struggle to balance quality and innovation.
Your standards, processes, and policies create continuity through consistency that results in high quality.
We've combined the conversation of quality and testing so much, that we fail to assure quality outside of the testing function in quality assurance.
Influence a culture of quality, identify and lead quality improvement opportunities beyond testing.

Embrace Our Unique Perspective.
Vicious Cycle

- Low Expectations
- Marginalized
- Disengaged
- Disempowered
- Replaced
Strategy #1
Claim Missed Opportunities
Quality opportunities are everywhere!

You just have to look for them
Our unique position allows us to see the product and business from many different angles.
Rapid innovation is creating quality issues that can’t be solved in the test column.
Poor onboarding negatively impacts teams success, breaks trust and therefore impacts quality.
Quality teams have an opportunity to connect quality across the business.
It’s imperative that we understand how our work directly impacts the business.
You can’t have a culture of quality without a community that will cultivate it.
Quality opportunities are everywhere!

You just have to look for them
Strategy #2

Cross the Aisle
Be a Quality Pathmaker

You can influence the culture of quality in your organization.

You are not limited to just testing for it.
Customer journey

#ProductPartnership
Turn to your neighbor
quality fails as teams scale
See the opportunity to improve quality, then take action to claim it...wherever it exists
Deep partnership reduced new developer ramp up time by 40%
Strategy #3

Define Quality
A defining trait of a true culture of quality is that employees are free to apply judgment to situations that fall outside the rules.

Providing the right level of guidance is key

Traits of a true Culture of Quality

1. Leadership Emphasis
2. Message Credibility
3. Peer Involvement
4. Empowered Ownership

A clear definition empowers others to take action and own quality for themselves.
Many organizations struggle to balance quality and innovation.
Take action on opportunities to improve quality … *wherever they are*
1. Claim missed opportunities
2. Cross the aisle
3. Define quality clearly
Now more than ever, it's critical to build quality-driven teams where each member is considered a champion of both quality and of the end user”

Stacey Kirk, CEO of QualityWorks
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