

Missed Opportunities

When quality is put in a box



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Erika Chestnut
Quality Champion

EXIT 26B

**MISSED
OPPORTUNITY**



Baffled.

Plagued.

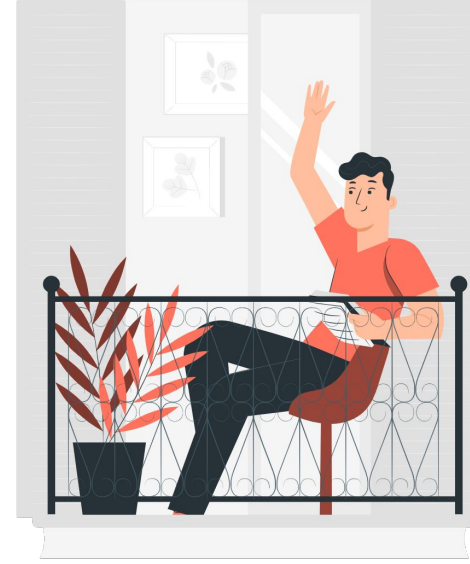
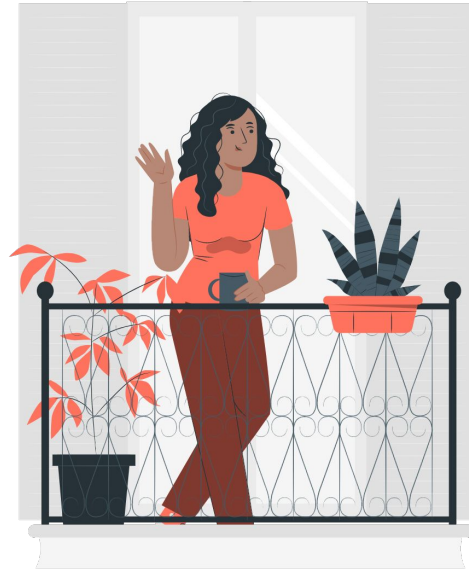
Frustrated.

Oh my!



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...



Confidence



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



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AI Illustrations by MelaninStatements.com



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.



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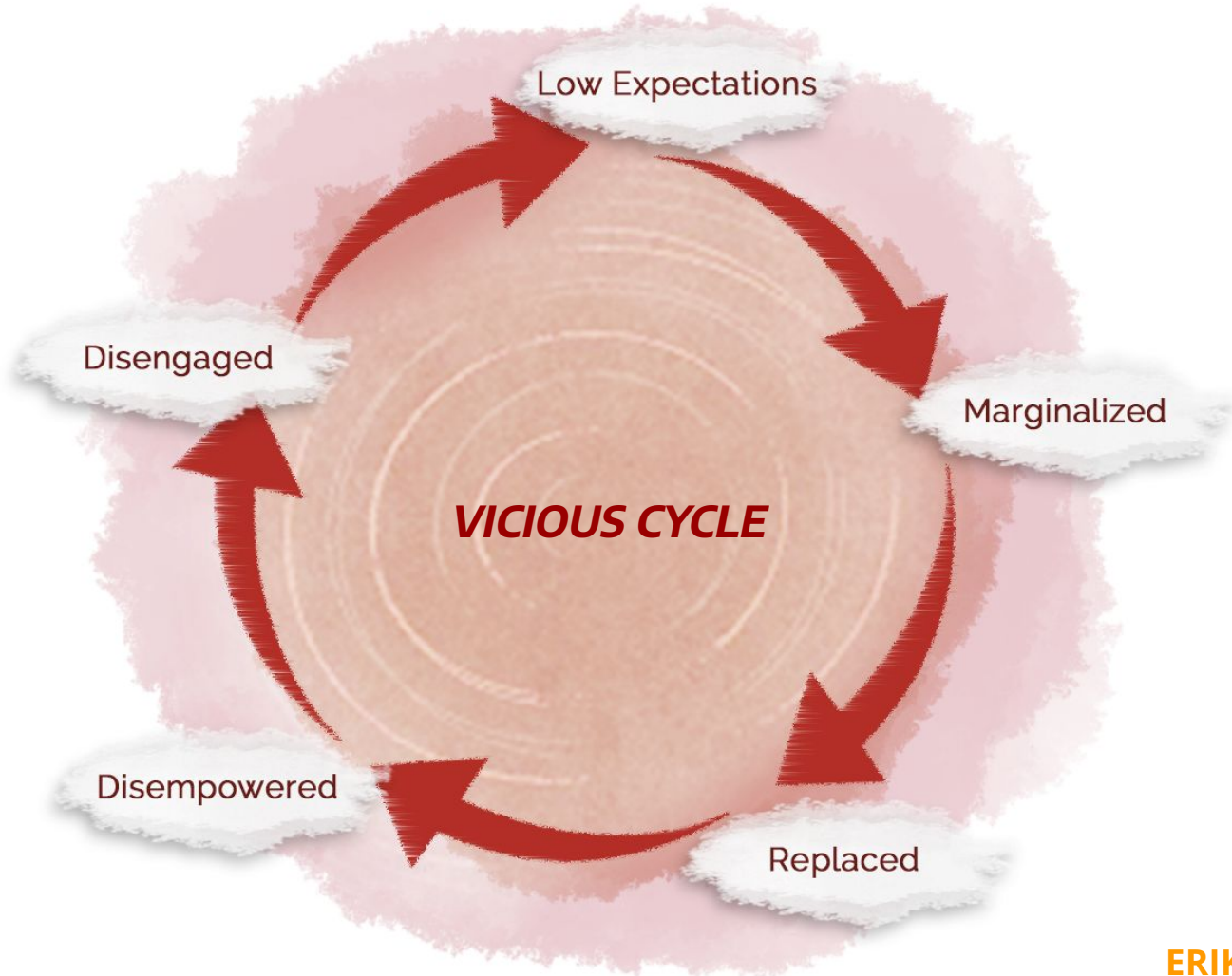
AI Illustrations by MelaninStatements.com

Embrace Our Unique Perspective.



Influence a culture of quality,
identify and lead quality
improvement opportunities
beyond testing.







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.



WELCOME





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
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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.

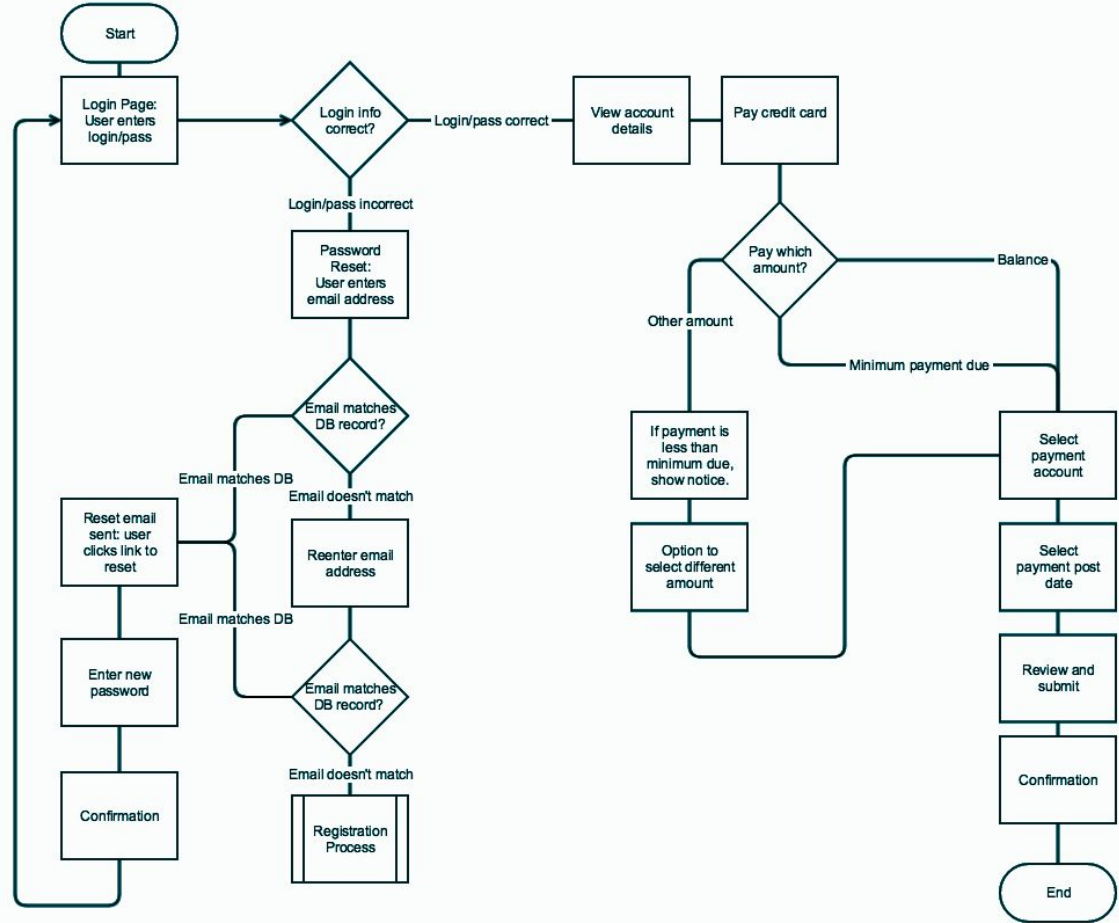
You are not limited to just testing for it.



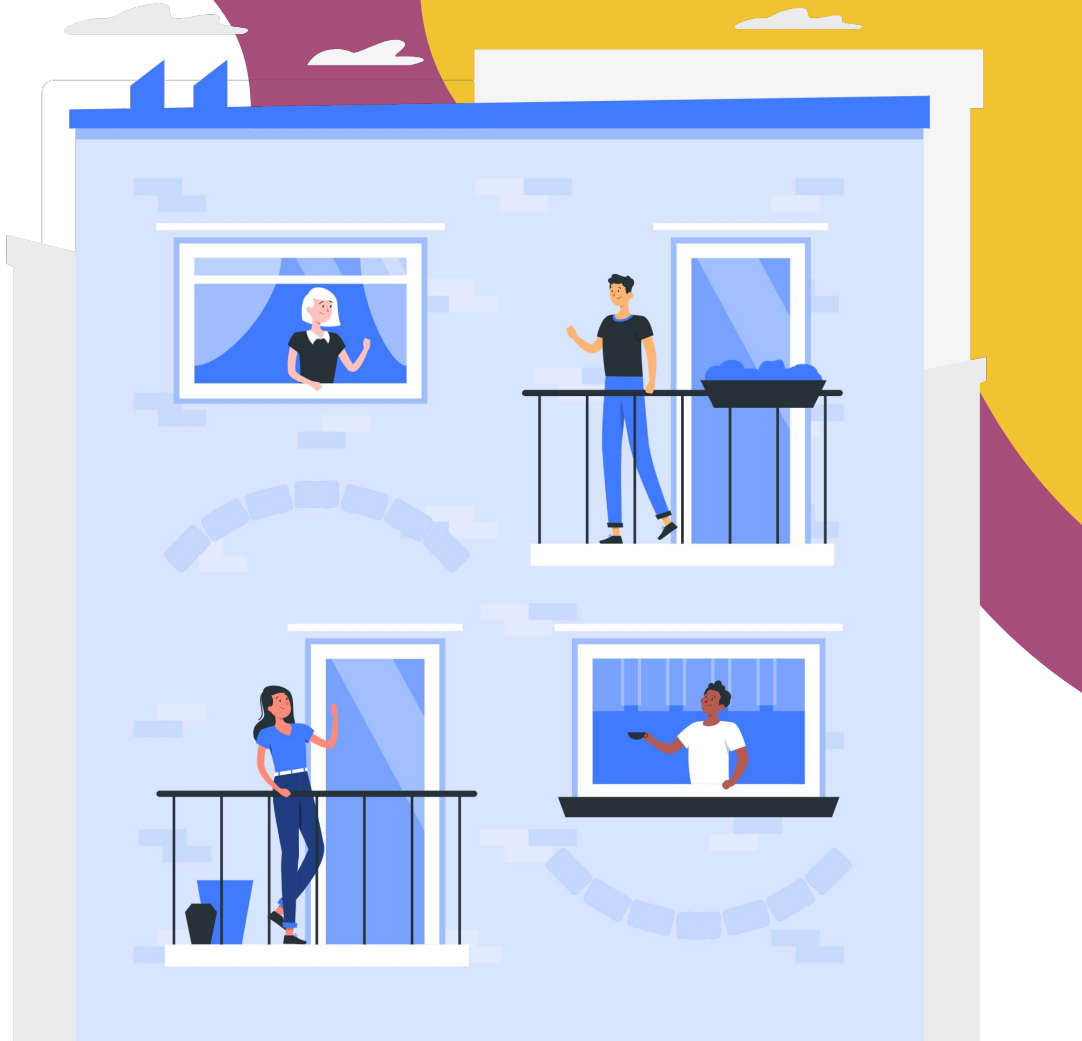
Customer journey

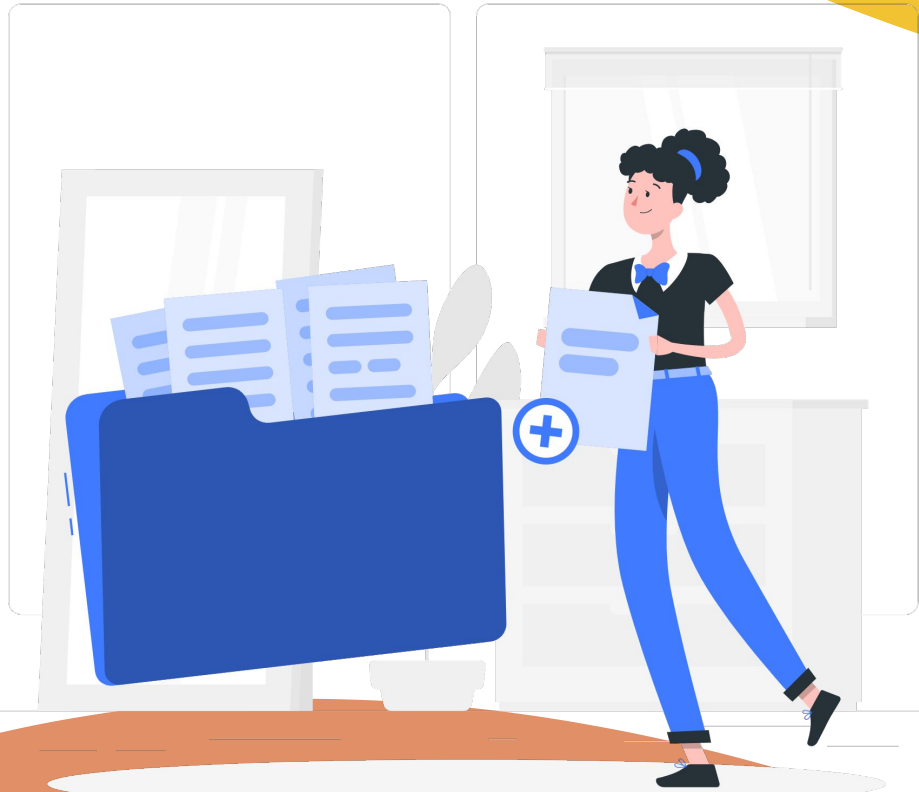
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#ProductPartnership



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



Quality

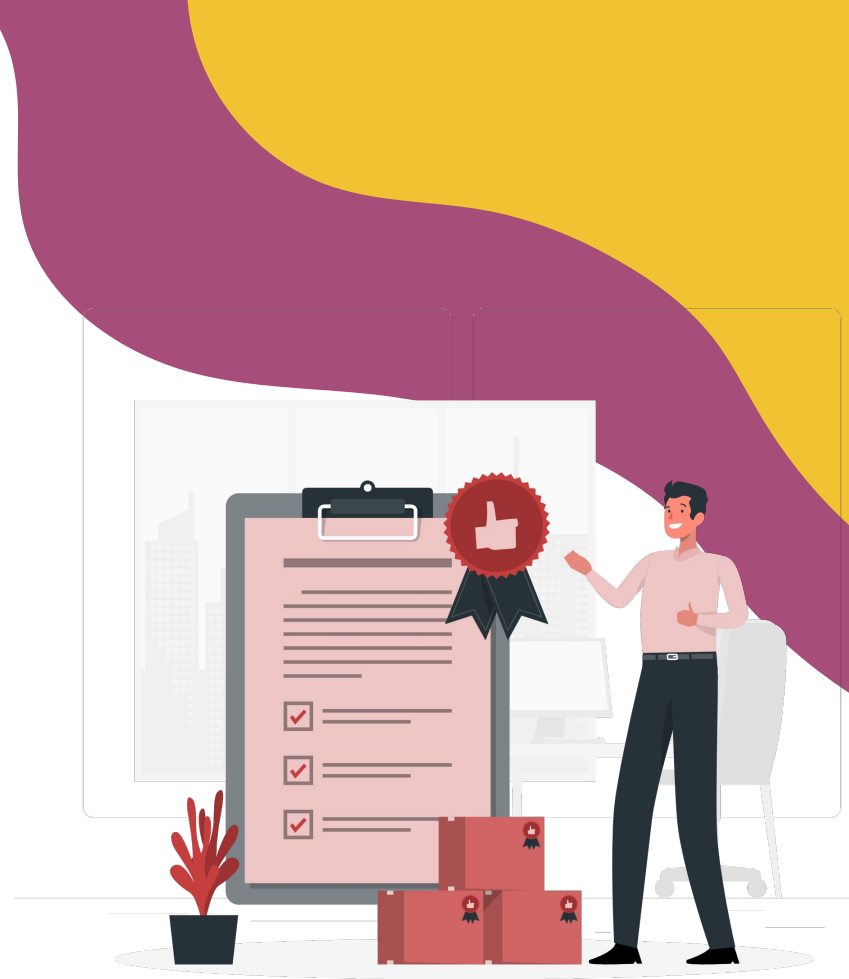
A defining trait of a true culture of quality is that employees are free to apply judgment to situations that fall outside the rules.

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

Srinivasan, A., & Kurey, B. (2014, April 28). Creating a Culture of Quality. Harvard Business Review. Retrieved from <https://hbr.org/2014/04/creating-a-culture-of-quality>





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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