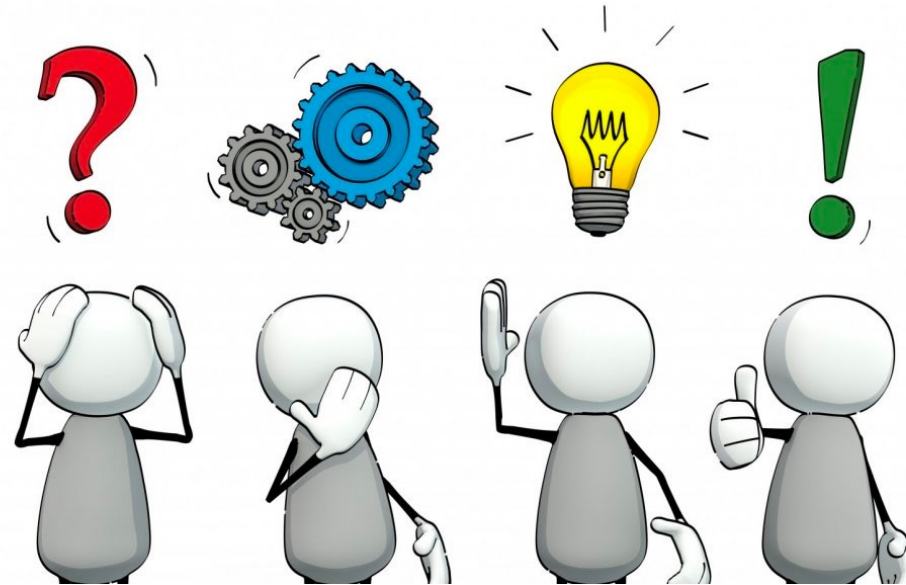
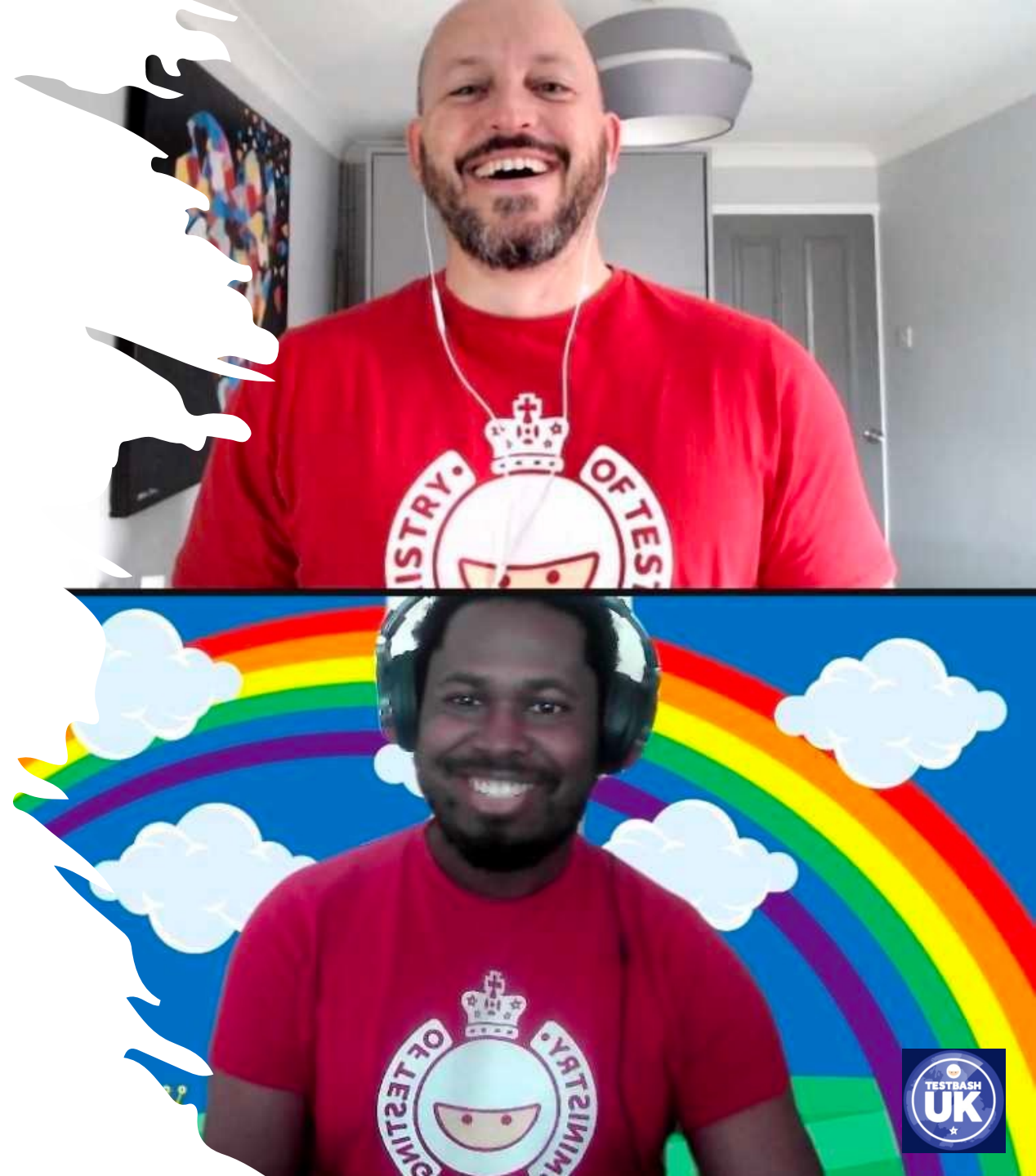


What Is Quality Coaching?



Why Should We Care
And
How Can it Help Our Teams?

Who Are We?





Stuart Day
Head of Quality
Dunelm



24 Years



Quality Coach



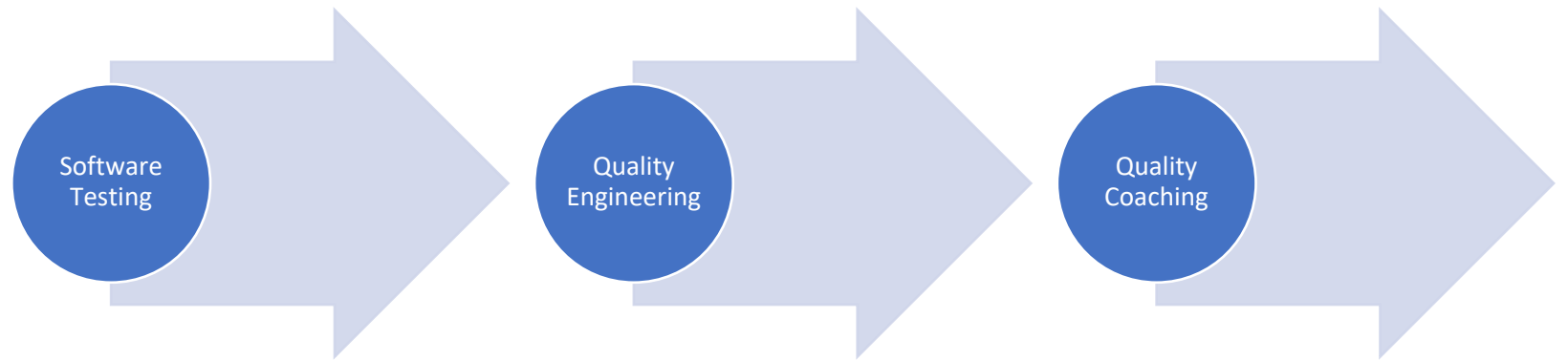
Vernon Richards
Senior Expert Quality
Engineer (Thanks Dan!)



Quality Coach



Our Journeys



- First met and worked together in Jan 2011 and again in 2013



- Worked together again in 2014 to 2016

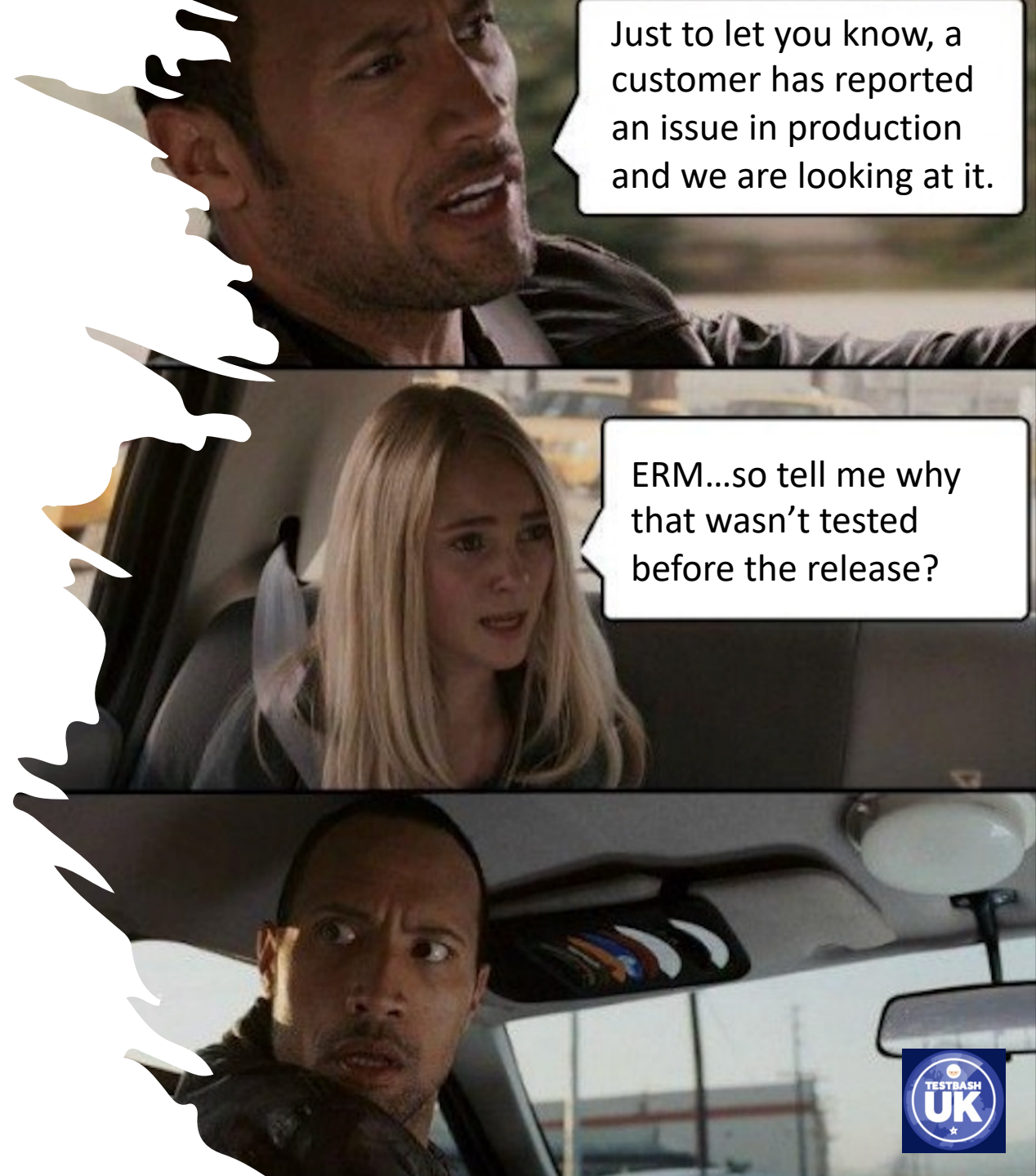


- Collaborated on SWTC, Essentials & Meet-ups



What Have We Seen ?

- Testing and testers being used to find bugs, and finding lots of them is celebrated
- Siloed mentality: Testers vs Developers
- “Testing is MY job!” – Nobody else can test
- Communication is very directive
- Testers (and testing) is the first to be blamed when something goes wrong in production
- Automation testing/testers to replace “manual” testing/testers
- The outputs of testing activities are used as the sole measure of quality



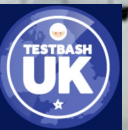
What Have We Learnt?

- Quality & Testing are not the same thing
- Software Testing alone will not and cannot ensure a high-quality product.
- Quality is the ownership of an entire team not just a single role
- Everyone in a team can and should carry out different types of testing
- We need to prioritise issue prevention rather than testing for detection
- Focus on the problem you are trying to solve – Automation is not always the answer
- Taking a Quality Engineering & Quality Coaching approach is needed to help teams & organisations evolve

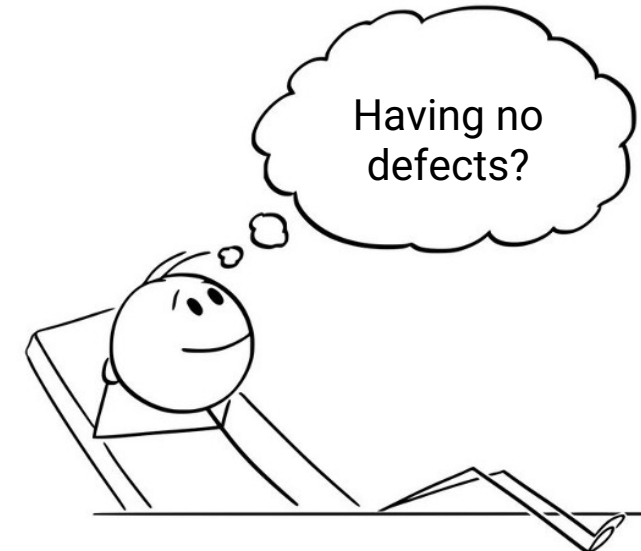
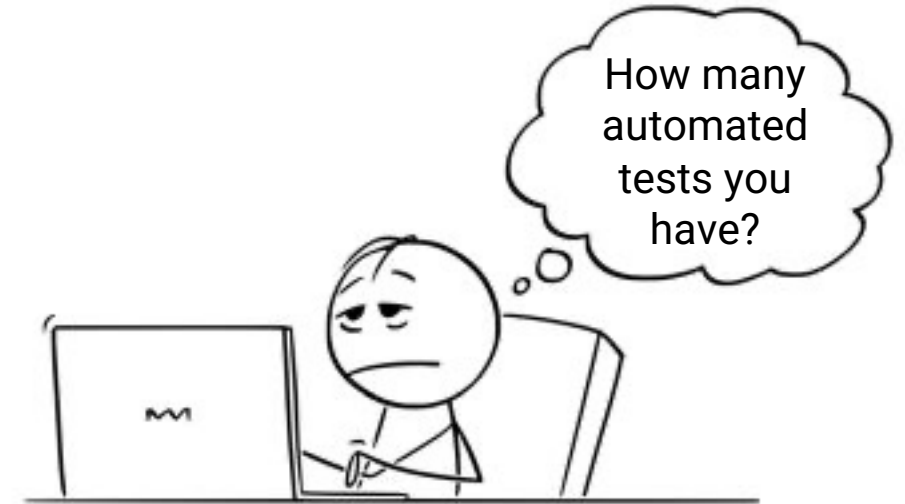
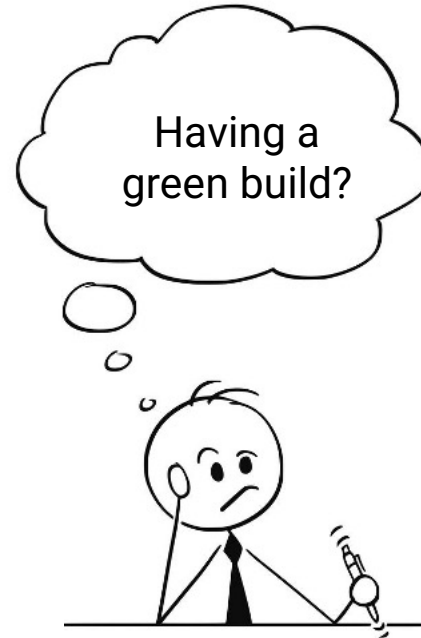
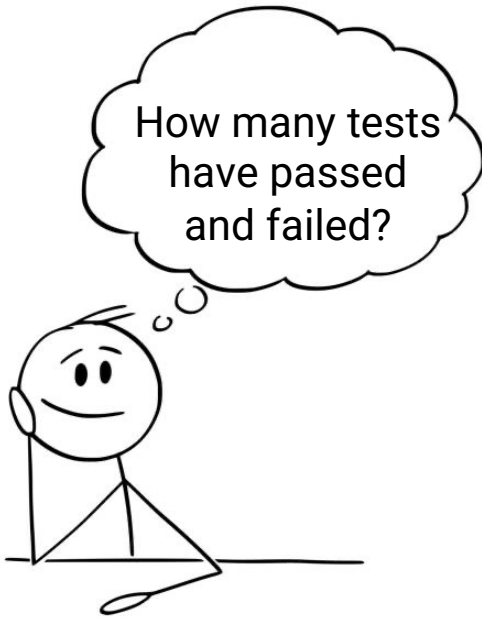


Our monitoring has alerted us to an issue in production and our teams have collaborated to fix it

Excellent. Let's look at the learnings so we can work together to prevent it from happening again



What Is Quality?



Quality Is....

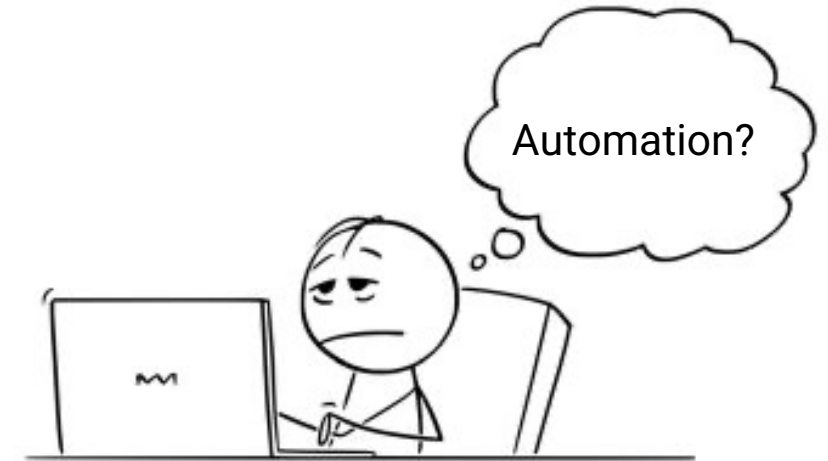
Delivering the right value, in the right way, based on customer needs



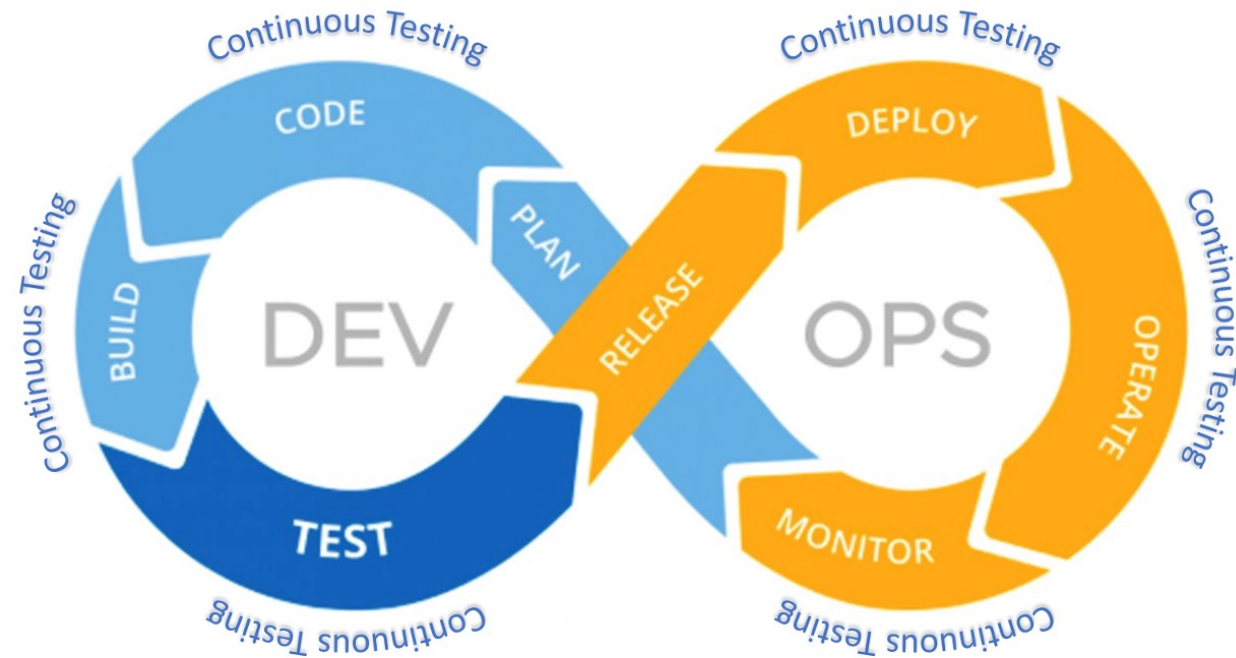
Subjective

It will mean different things, to different people, at different times

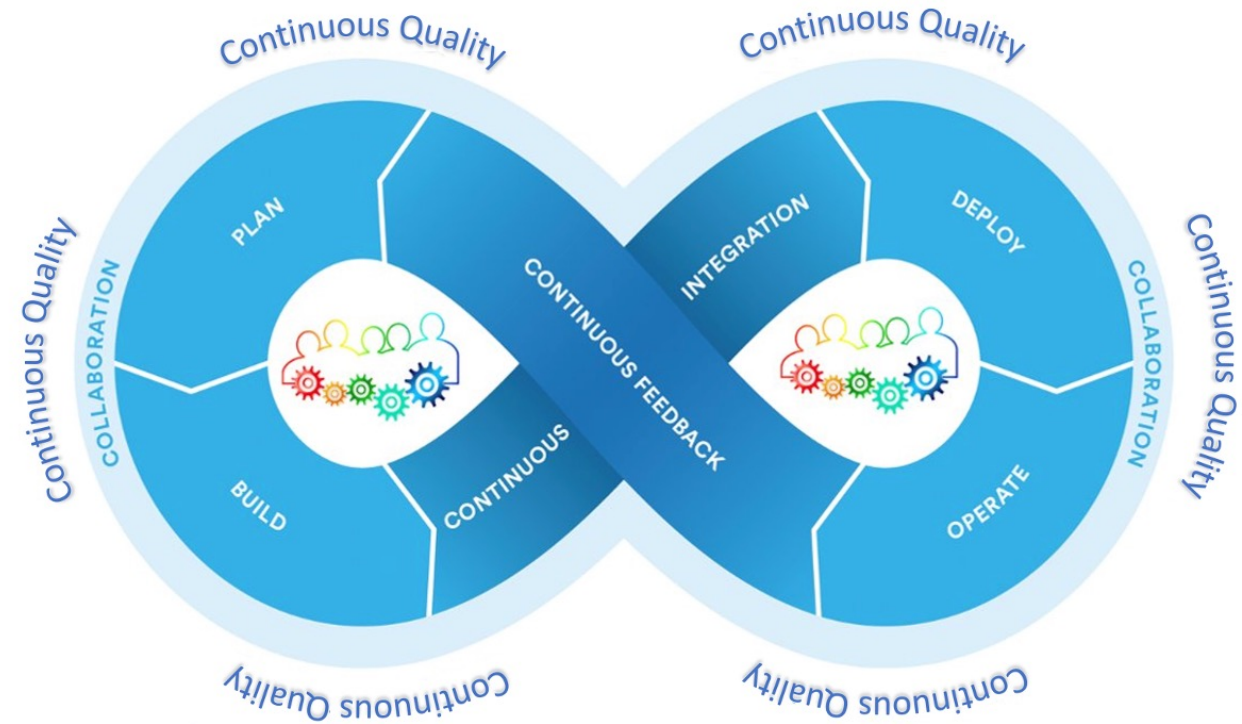
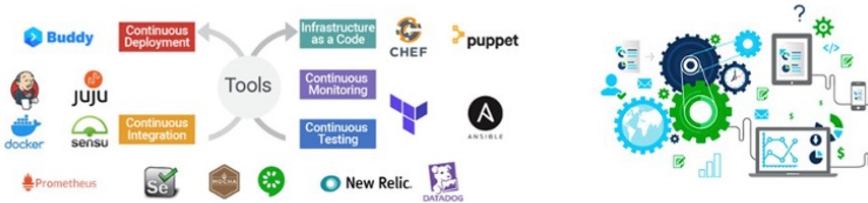
What Is Quality Engineering?



Quality Engineering Is...



Tools & Automation...

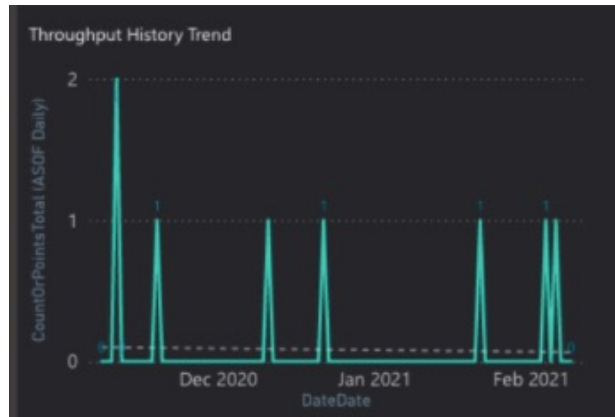


CULTURE

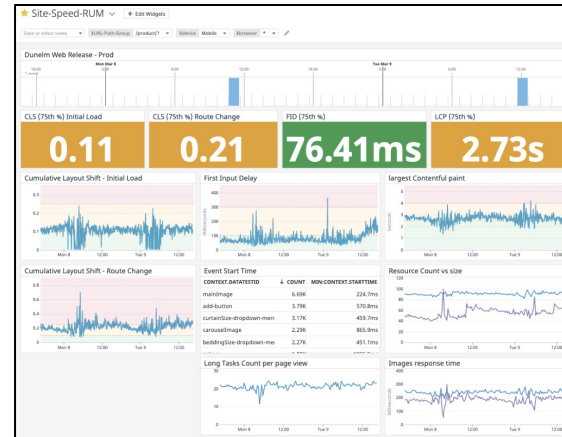


Examples Of Quality Insights

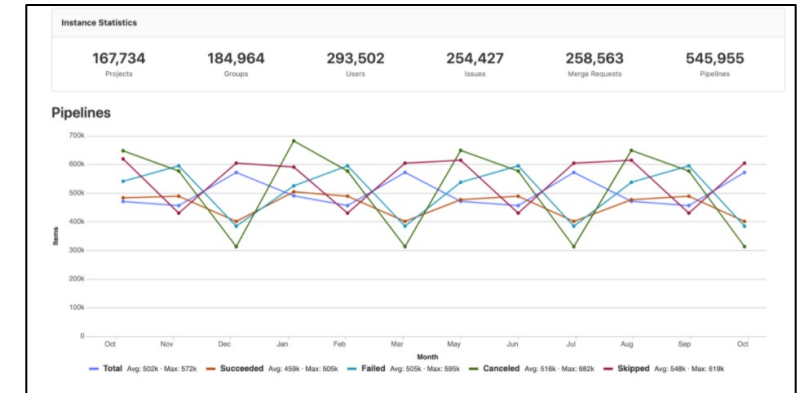
Escaped issues



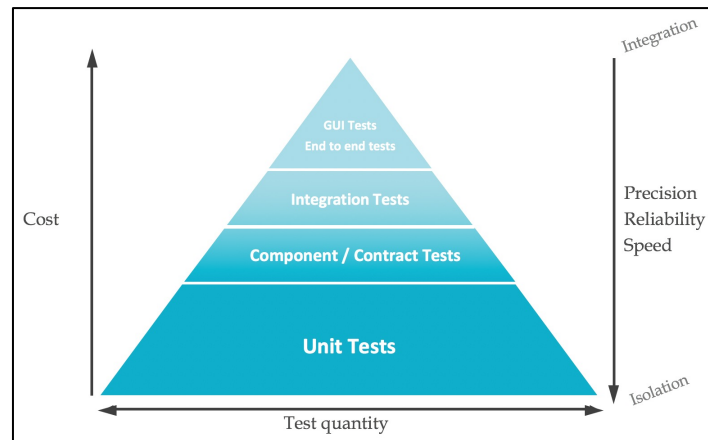
Systems Performance Trends



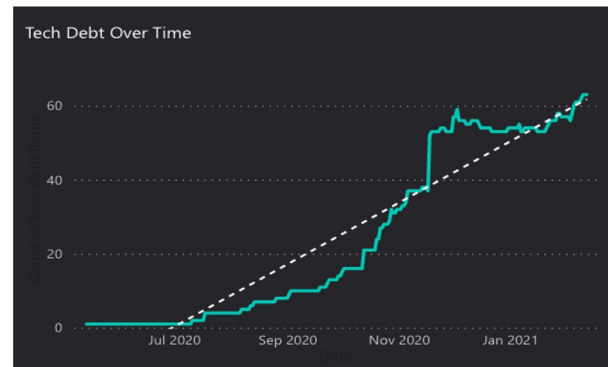
Pipeline & Release trends



Test Coverage



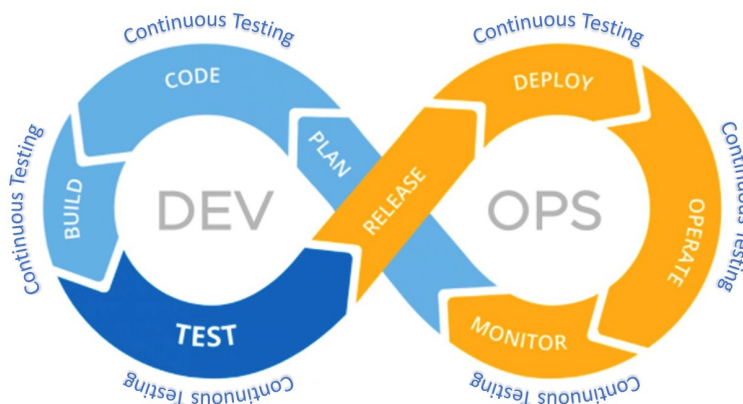
Tech Debt



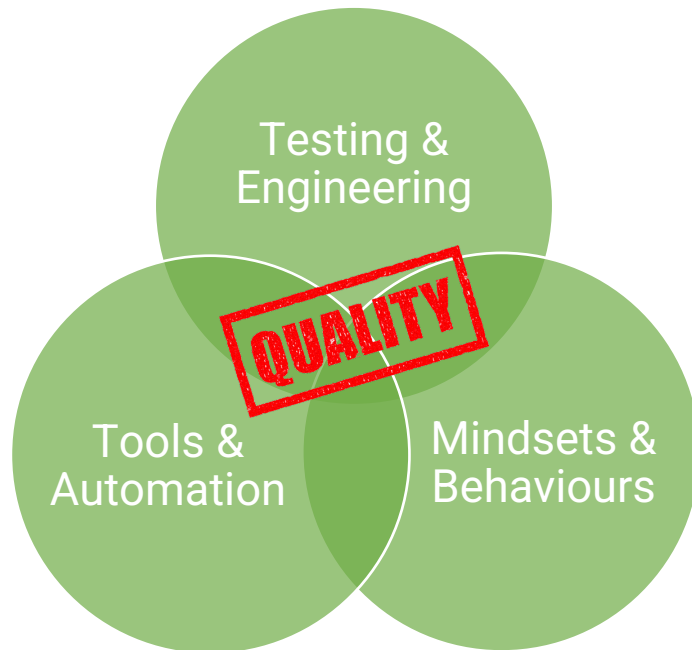
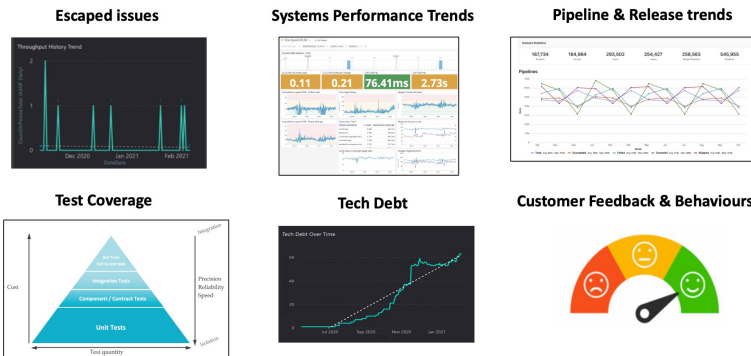
Customer Feedback & Behaviours



To Recap



Tools & Automation...



Delivering the right value, in the right way

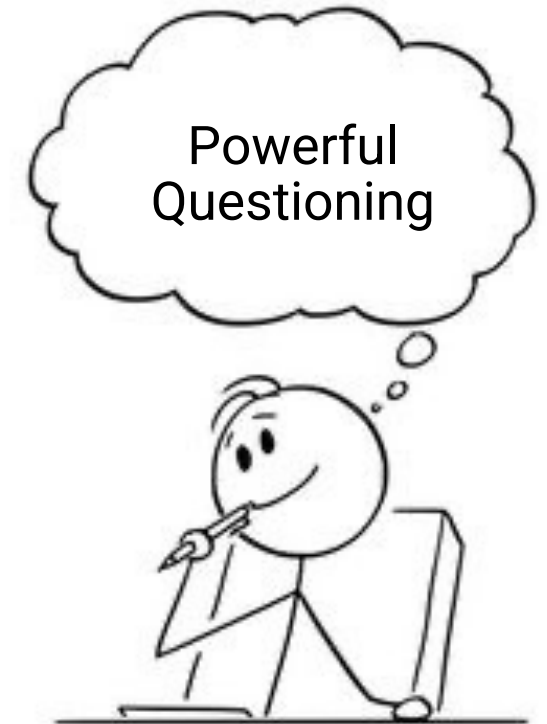
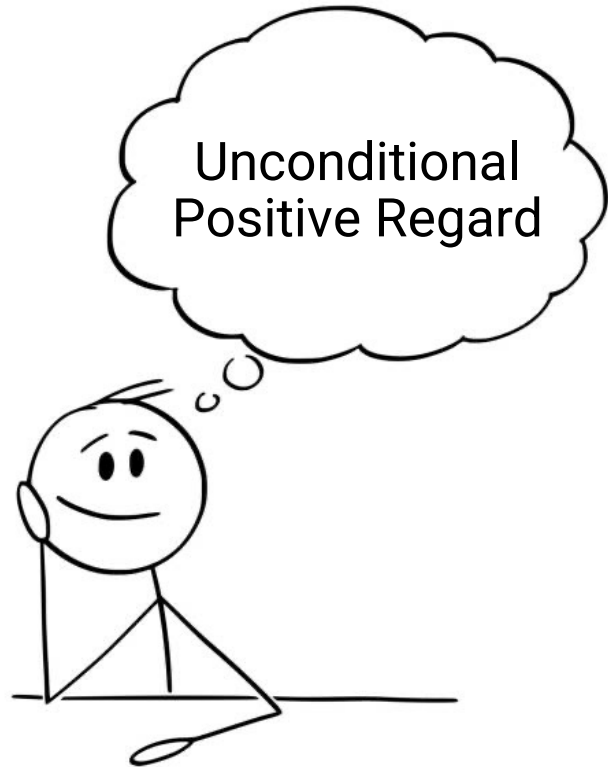



Subjective

It will mean different things, to different people, at different times



What Is Quality Coaching?



A wooden post with a white sign that reads "YOU ARE WORTHY OF LOVE". The sign is attached to the post with a string. The background shows a garden with green plants and a gravel path.

**YOU ARE
WORTHY
OF LOVE**

Unconditional
Positive Regard



Active Listening



Powerful Questioning

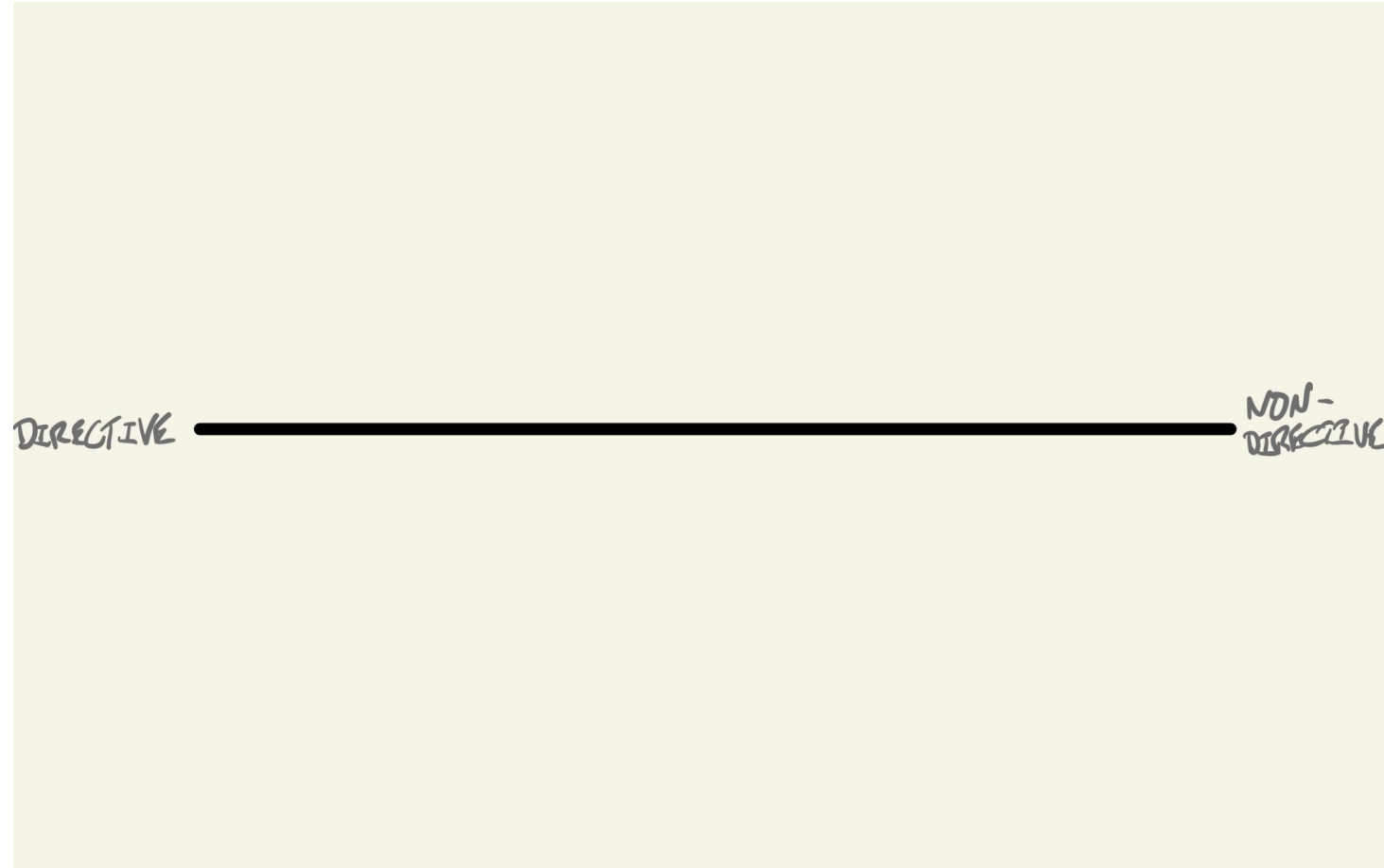
Quality Coaching Is...



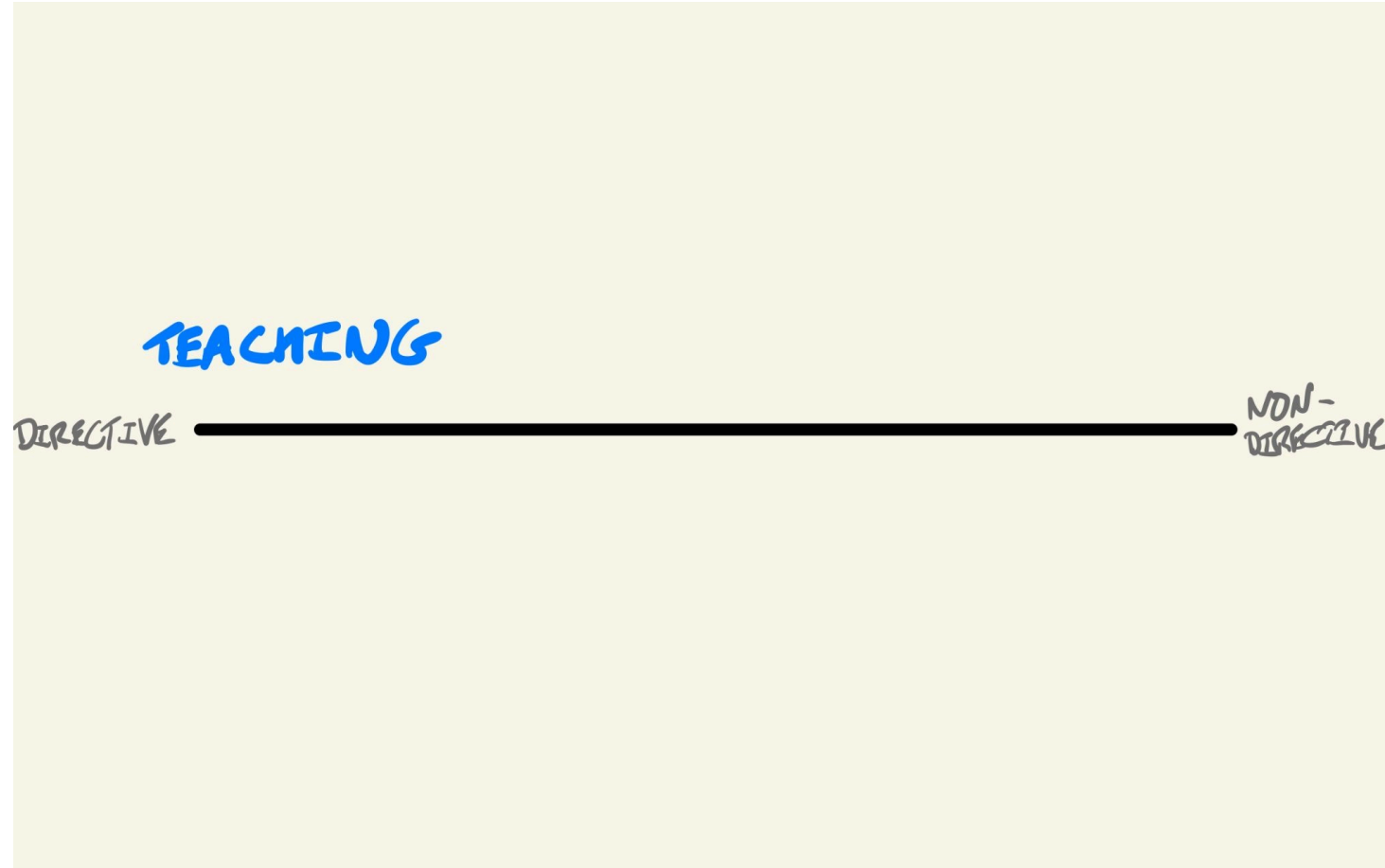
Quality Coaching Is...

DIRECTIVE

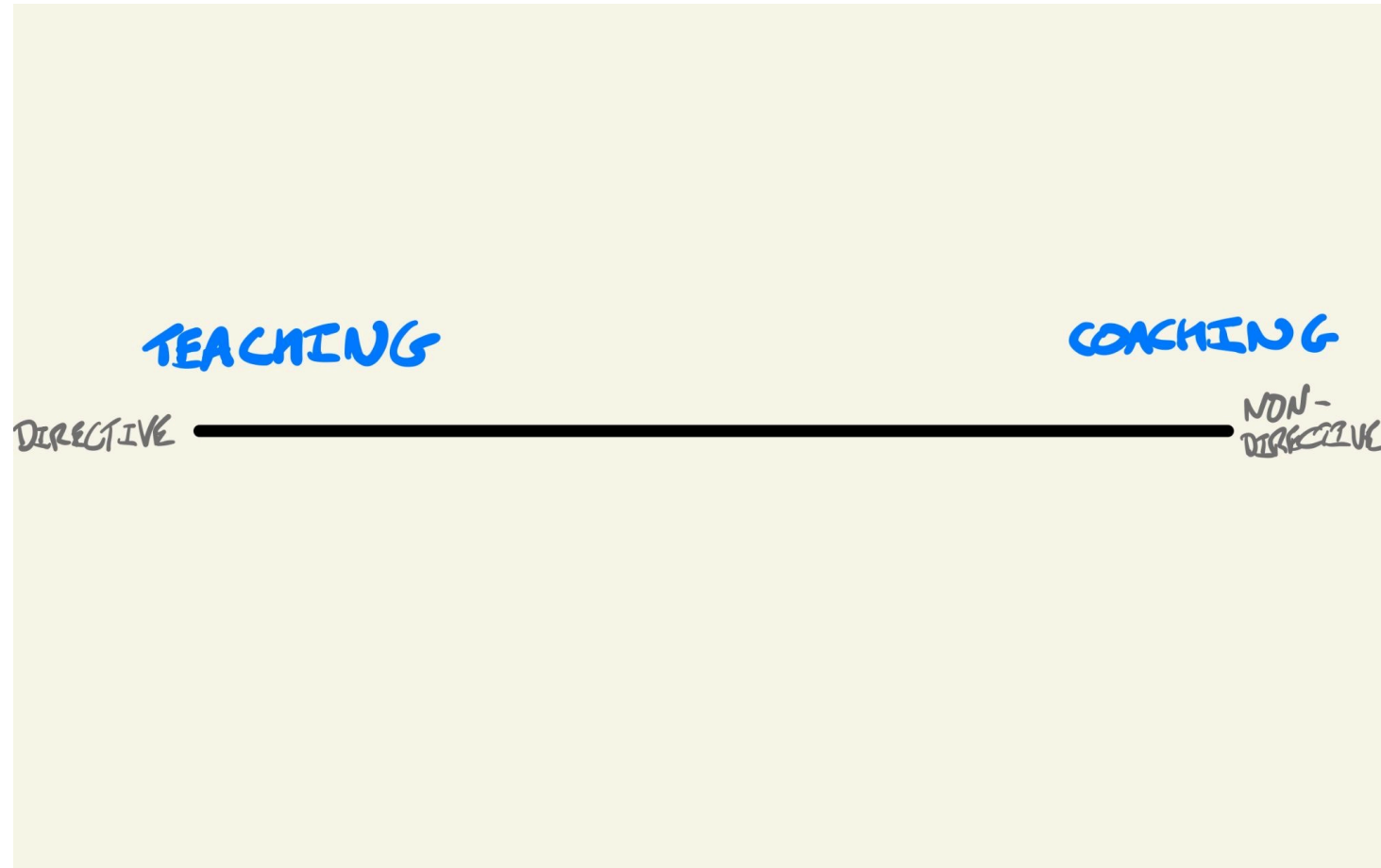
Quality Coaching Is...



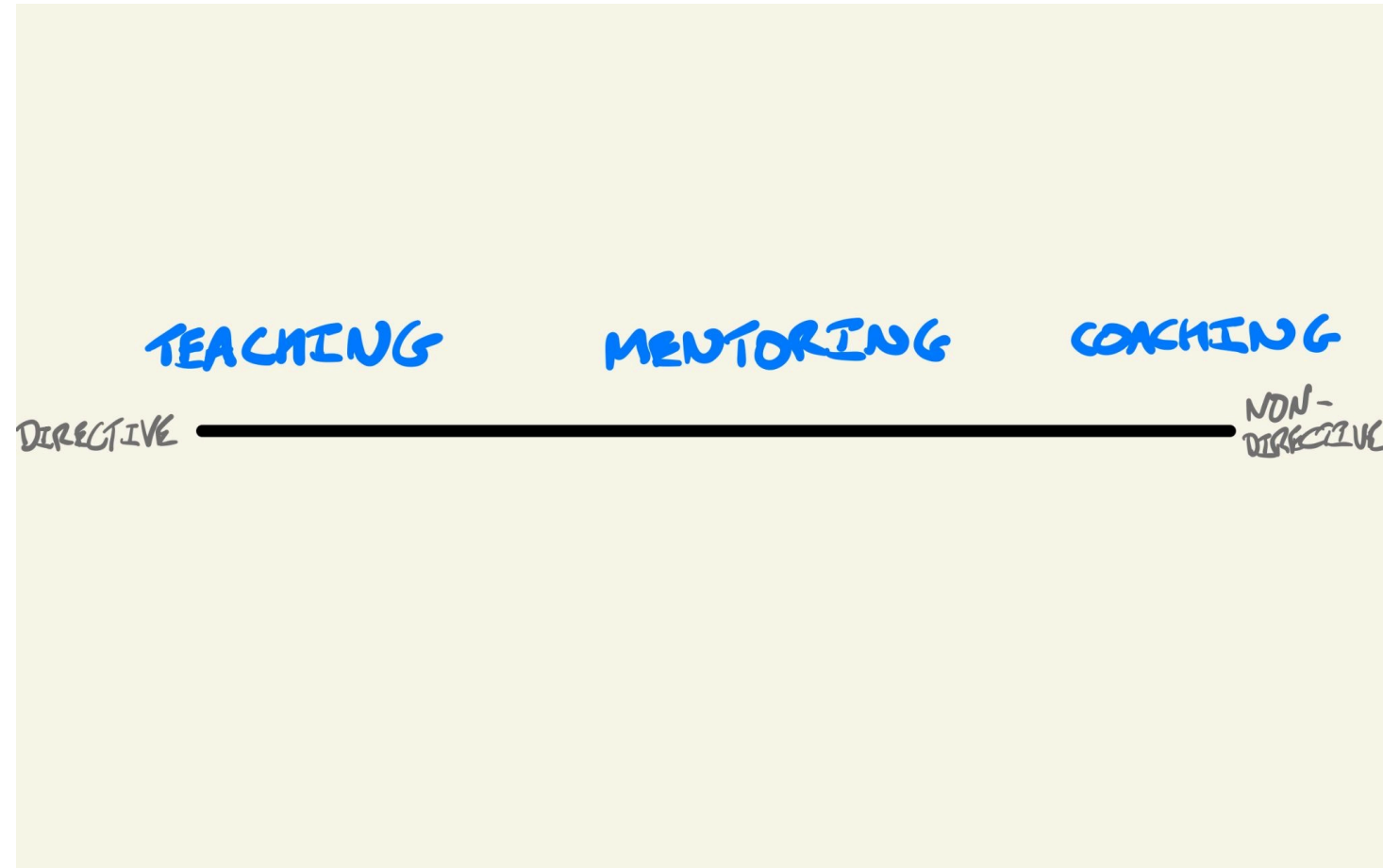
Quality Coaching Is...



Quality Coaching Is...



Quality Coaching Is...



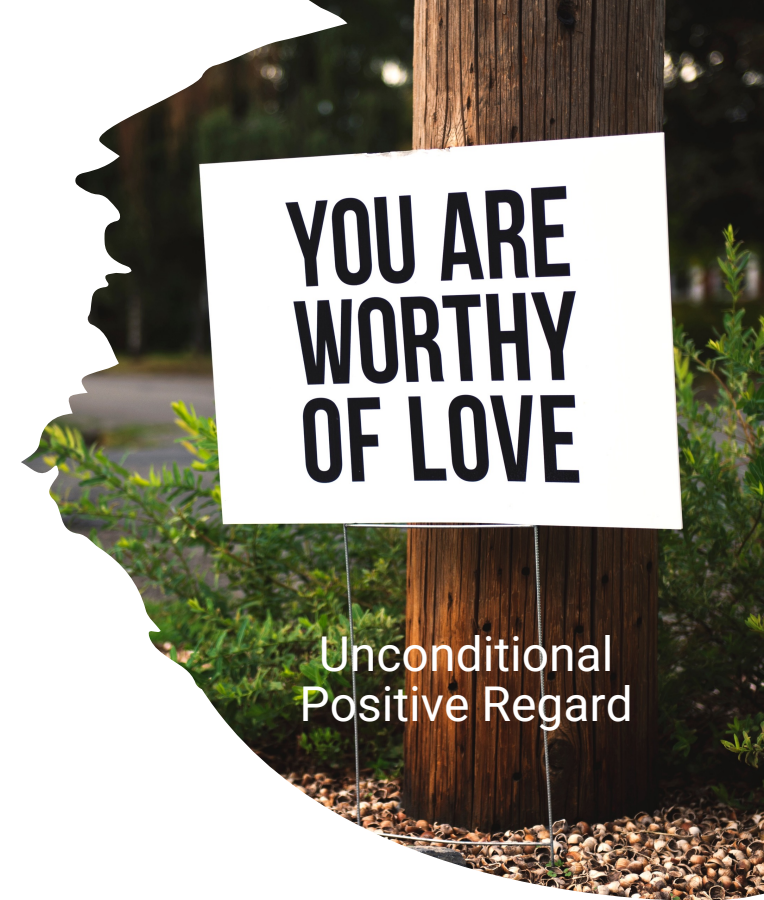
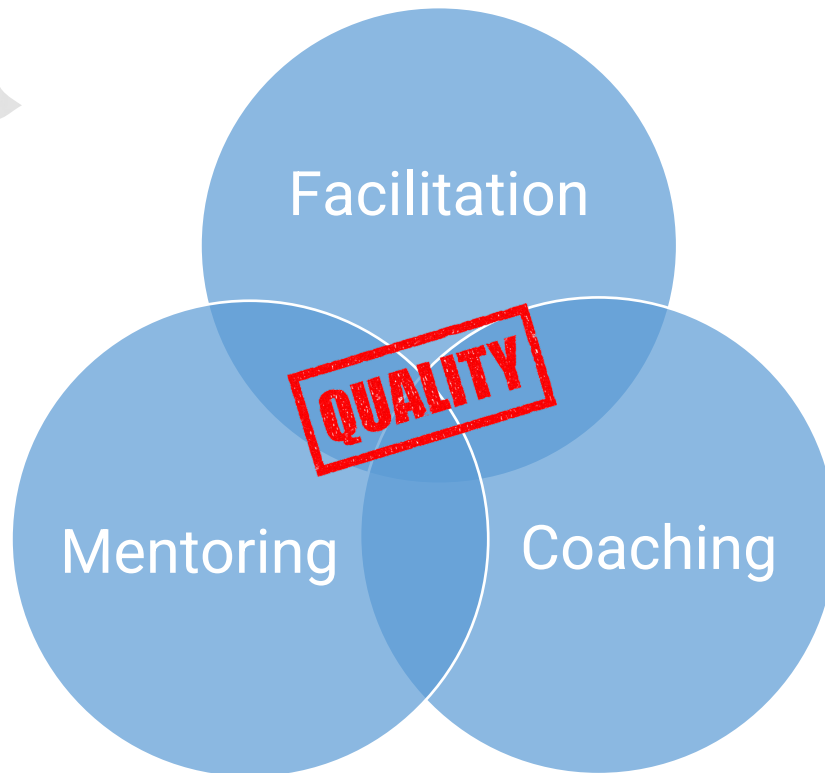


Powerful
Questioning



Active
Listening

Photo by Jacob

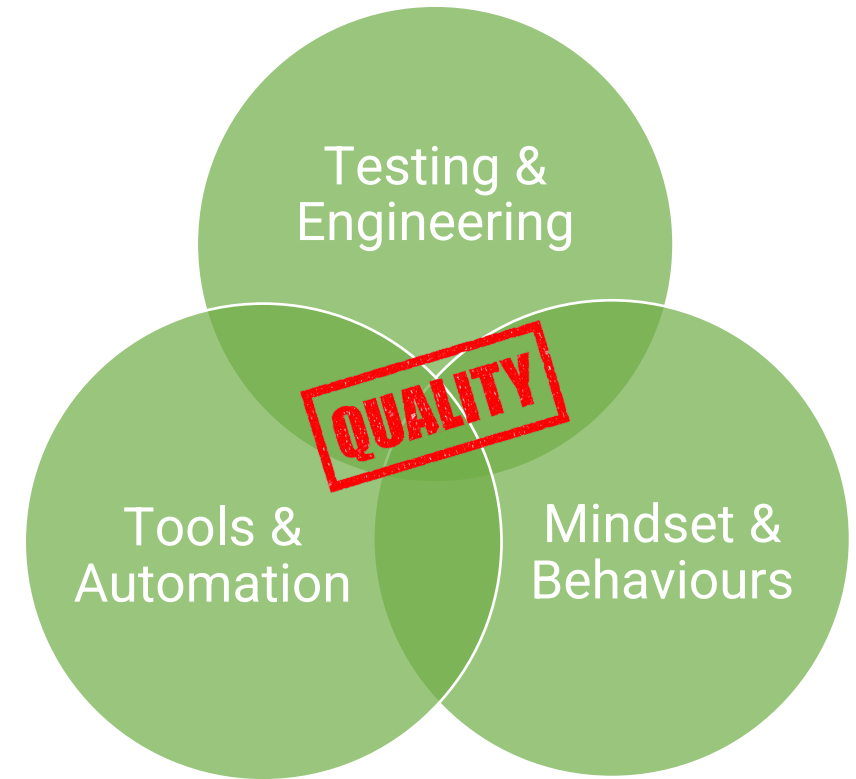
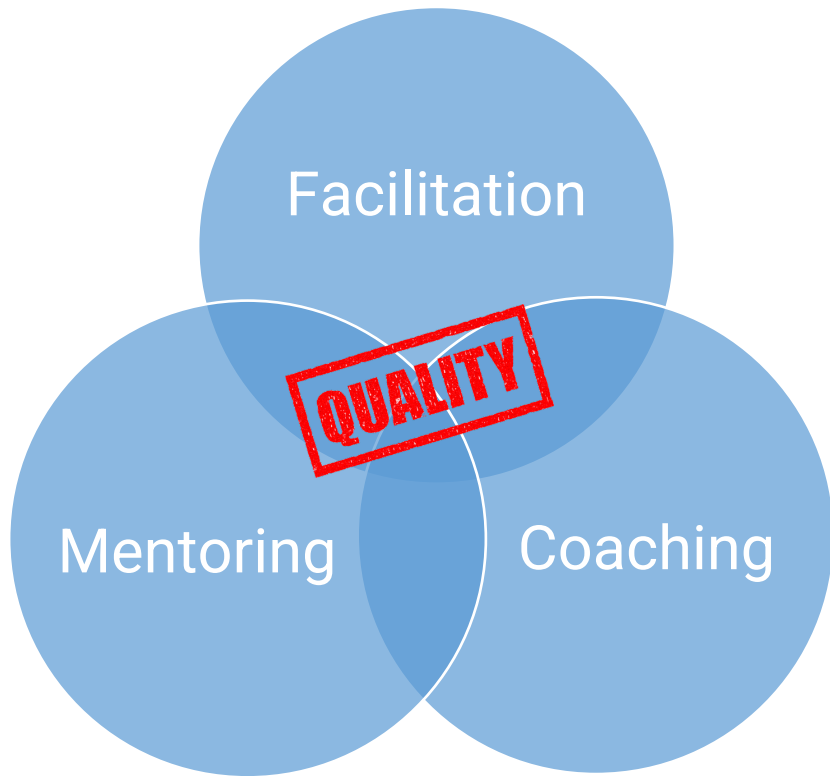


Unconditional
Positive Regard

To Recap



Bringing It All Together



Building On The Skills We Already Have



Thank You For
Listening