

Promoting Software Testing in Your Organization



- Rob van Steenberg

Testing Circus Regular Feature

How to promote Testing in Your Organization



Test Promotional Tip 24: Go to test events, bring your colleagues along

This is a very simple but effective tip: Go to testing (and other IT events) and take your colleagues along with you.

Maybe this is not the first thing you would think about concerning the promotion of testing in your organization, but the side effects of these are very powerful.

Many testers do not go to test events and conferences, because there is a lot of work to be done in your own business and also people have (next to testing) their private lives. But one or two times a year visiting a testing event will fit within your 'diet' I would guess.

And if you go to an event, try to take your colleagues along. Maybe you can arrange this within your company to be seen as a team building exercise. This should of course be followed by a dinner after the event.

- *The posters for the test event (or other IT event) could be placed on a wall somewhere.*
- *When other disciplines know you're going to an event (and there are indeed test events), this will help to promote testing more as a professional job.*
- *Colleagues will be talking about the event the next day (and the followed presentations) with each other and other colleagues which automatically affect thoughts about testing in a positive way.*

- *At test events, your organization itself will be seen as a serious organization, so it is a self promotion for your organization too.*
- *Giving a presentation at a test event by you, with stories of your practices in testing and the organization, promotes the company but also internally within your organization you will be taken more seriously. (Credibility rising!)*
- *Make sure you advertise and write articles about this through internal newsletters or other internal communication medium.*

And a test event does not cost too much, many test events are even for free.

Take a look on the internet for test events in the near future and pick one or two to go to. You will learn a lot about testing; you can meet other testers and promote testing at the same time. Not only within your own organization, but also influence other organizations and people about testing in your organization.

Test event websites to start with:

- *The testing club has a nice overview of test events - <http://www.softwaretestingclub.com/>*
- *The website www.testevents.com pretends to have a complete overview of all test events in the world.*
- *For agile events, take a look at: <http://www.hanoulle.be/2010/11/agile-conferences-calendar/>*
- *For all kinds of conferences: <http://confradar.com/>*

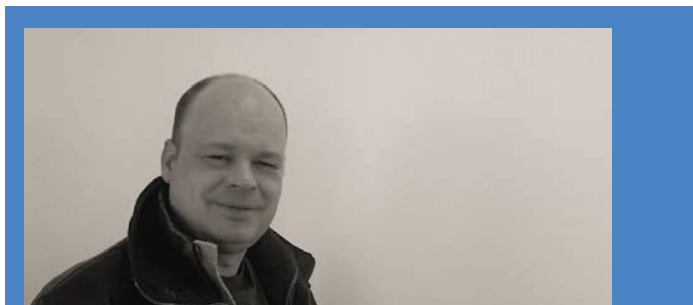
- An agile and lean calendar for Europe can be found here: <http://alenetwork.eu/>



Tip: Do write a review or article about your test event and publish it.

- www.testevents.com will place articles about test events, so that is also a good channel to promote testing. Just send your article there.
- And of course, testing magazines, such as Testing Circus are also good places to publish!

In the next issue – Rob will write more on how to promote testing in an organization. Keep reading Testing Circus.
- Editor



Rob van Steenbergen is an independent software test consultant from The Netherlands.

In the last 5 years he has been involved in infrastructure projects and is now working at Leaseweb. He is working in agile projects, infrastructural and software products, coaching new testers and helping with setting up and improving the testprocesses for this company.

For more information visit – www.chickenwings.nl
Rob can be reached at

<http://twitter.com/rovansteenbergen>

E-mail: rob@chickenwings.nl

The case of poor Boundary Value Analysis

A man living in New Delhi, India, received a bill for his as yet unused credit card stating that he owed Rs.0/-. He ignored it and threw it away. 6 months later, he received another and threw that one away too.

The following month, the credit card company sent him a very nasty note stating they were going to cancel his card if he didn't send them Rs.0/- by return of post. He called them and talked to them; they said it was a computer error and told him they'd take care of it.

The following month, our hero decided that it was about time that he tried out the troublesome credit card figuring that if there were purchases on his account it would put an end to his ridiculous mess. However, in the first store that he produced his credit card in payment for his purchases, he found that his card had been cancelled.

He called the credit card company who apologized for the computer error once again and said that they would take care of it. The next day he got a bill for Rs.0/- stating that payment was now overdue. Assuming that, having spoken to the credit card company only the previous day, the latest bill was yet another mistake, he ignored it.

The next month, he got a bill for Rs.0/- stating that he had 10 days to pay his account or the company would have to take steps to recover the debt. Finally giving in, he thought he would play the company at their own game and mailed them a cheque for Rs.0/-. The computer duly processed his account and returned a statement to the effect that he now owed the credit card company nothing at all.

A week later, the man's bank called him asking him what he was doing writing a cheque for Rs.0/-. After a lengthy explanation, the bank replied that the Rs.0/- cheque had caused their cheque processing software to fail. The bank could now not process any cheques from any of their customers that day because the cheque for Rs.0/- was causing the bank's computer to crash.

The following month, the man received a letter from the credit card company claiming that his cheque had bounced and that he now owed them Rs.0/- and unless he sent a cheque by return of post, they would be taking steps to recover the debt.

The man, who had been considering buying his wife a computer for her birthday, bought her a typewriter instead.