

A group of soccer players in blue jerseys and white shorts are celebrating on a green field. They are huddled together, with some players having their arms around each other. The background shows a blurred crowd of spectators in a stadium.

How to promote Testing in Your Organization

Testing Circus Regular Feature

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Test Promotion Tip

Promotional testing tip: Create a communication strategy – Part 2

I've written a lot of articles now about promotion of testing and will conclude the series with some ideas about creating a communication plan

A communication strategy has the next subjects:

- what do you want to accomplish with your communication (your goal)
- in what ways in will you accomplish those objectives (activities)
- to whom your will your communication be addressed (target audience)
- how you will accomplish your objectives (the tools and timetable)
- how you will measure the results of your program (evaluation)

The previous article was about the goal. If you actively worked on finding out your goals, you would have a list like this for example.

SI No	Goal	Measurement	Start	End
1	Raising awareness about testing with other ICT disciplines	Getting 25 or more questions asked about testing by other disciplines Getting 1 other ICT discipline on the testing team Getting 3 developers starting with developers tests	15 th of June 2012	Within 3 months from now 15 th of September
2	Getting funding and sponsorship from management	For testing tool x One or more extra testers in your team or project	20 th of June 2012	Within 2 months 20 th of August

A good next step would be to make a list of your audience groups.



Audience groups

When determining your target audience, start by looking at stakeholder groups.

What is a stakeholder? These are people who have a "stake" in any part of testing and are the people you want to reach to help you in getting to your goals.

So define your stakeholders. List all the audiences that you might contact, attempt to influence, or serve. Some examples to start with:

- Testers from another team
- Developers
- Integration / release team
- IT managers
- Other business managers (sales, CEO)
- Users (are there specific user groups that can be listed?)
- Critics in the organization (the people that always have something to say about the quality for example)
- Some media that you want to reach?
- ...

Identify Information Sources

To be prepared, you will need to identify from where and who you get your information. With this checklist you are ready to harvest the information you need to reach your audience groups.

Also you can start to develop a Library of articles and other information that you can use later on "from the shelves", ready to use.

So create a checklist for getting information. Make the sources specific, so create a library of magazines, a list of URL's you can use for getting information.



Some tips

- Testing and other IT magazines for latest news (make them specific)
- Testing websites (vendor's of tooling, test news websites, ...)
- Testers and other people from your organization that can do good writing
- Presentations you downloaded from the internet
- Books about testing

Identify the way to publish your information

Now how to publish your information, create another list with all possible means that you can use to do this. As a start some examples, but be creative to find more:

- Presentation in PowerPoint or other way
- Posters and other information on the walls
- Publish in the organization's magazine (articles)
- Create an elevator pitch
- Create a recognizable logo
- Go to test events, advertise this
- Video messages
- E-mail newsletter
- Intranet website
- ...

The communication matrix

Now you've inventoried the next subjects in miscellaneous checklists

A table for your strategy would look something like this. This is an example of course; there could be a more communication tools and audiences that you could use in yours.

SI No	Goal	Audience	Power Point	Poster	Magazine	Intranet Article	Intranet Video
1	1	Development teams	X	X	X	X	
2	1	Architect	X		X	X	
3	1	Support team	X		X	X	
4	1 and 2	IT management	X		X	X	X

Next time, key messages, planning and evaluating the communication strategy. Thanks for reading Testing Circus.



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