

# How to promote Testing in Your Organization



**Testing Circus** Regular Feature

**- Rob van Steenbergen**

# Test Promotion Tip

## Promotional testing tip: Create a communication strategy – Part 1

### Promotional testing tip: Create a communication strategy – Part 1

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.

Because if you've read my other articles to promote testing you know you can do a lot in communication to let people know what you (and your team) are doing. You can for example write articles, prepare elevator pitches, do presentations, et cetera.

Now for some structure: setting up a strategy for communication. When you want to be effective in promotion of testing through communication in your organization, a communication strategy will help you to structure your ideas. And this will make your promotion more goal directed and more effective as a whole.

If you aren't doing test promotion yet, then maybe this is a good way to start. So, set up the strategy. This series will give some guidelines, steps and tips to help you on your way.

#### 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)

#### Defining the goal(s) of the communication plan

To start, it is necessary to know the goal(s) of your communication plan.



Just as in testing (and in live) you can't do everything. You can't test it all,

you can't get it all. If you want to do too much at the same time, there is a possibility that you cannot spend enough time on another subject. So you will forget about the details of another communication subject and ultimately leave the path of what you intended to do: efficient and effective promotion of testing.

So you will need to discuss the main goal for your communication strategy with other testers and other colleagues, your manager and other people that know the company and can help you with setting this goal.

And the goal should also be measurable, so that you can regularly check if you're still on the right path.

For example, goals for testing could be

- Raising awareness about testing with other ICT disciplines
  - Getting 25 or more questions asked about testing by other disciplines
  - Getting one other ICT discipline on the testing team
  - Getting three developers starting with developers tests
  - Within three months from now
- Getting funding and sponsorship from management
  - For testing tool x
  - One or more extra testers in your team or project
  - Within x months
- Getting the users more involved in the testing process
  - 50% of users know how to start their testing
  - Within x months
- Get other testing teams involved in the way you are doing testing
- Get myths out of the way about testing (like: "If it test tested, it is working")
- ....



A goal must be made measurable and made SMART (Specific, Measurable, Attainable, Realistic and Timely). Just like real requirements.

You can repeat this for extra (sub) goals of the communication strategy, but as I said, beware of having too much goals. Have you got the time to work on all of them, or would one or two goals be enough?

To be continued... Thanks for reading.



**Rob van Steenbergen** is an independent software test consultant from The Netherlands. In the last five years he has been involved in infrastructure projects and is now working at the Dutch company Nobel as a test manager. He is working in miscellaneous projects for customers of this company and coaching and helping project managers and technical colleagues with setting up and improving test processes internally.

Website – [www.chickenwings.nl](http://www.chickenwings.nl)

Blog - <http://rvansteenbergen.blogspot.com>

Rob can be reached at

<http://twitter.com/rvansteenbergen>