# Culture of

# Quality

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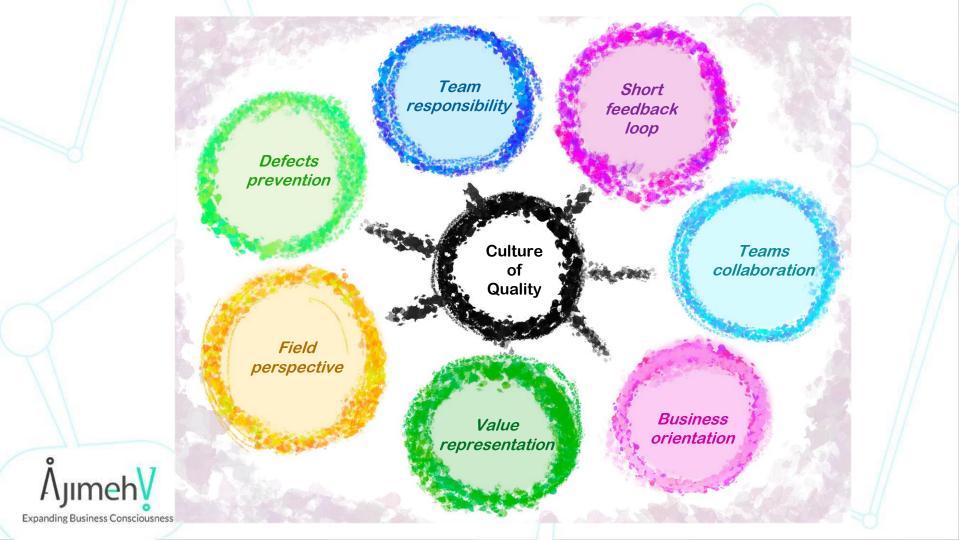


## What does Organizational culture mean?





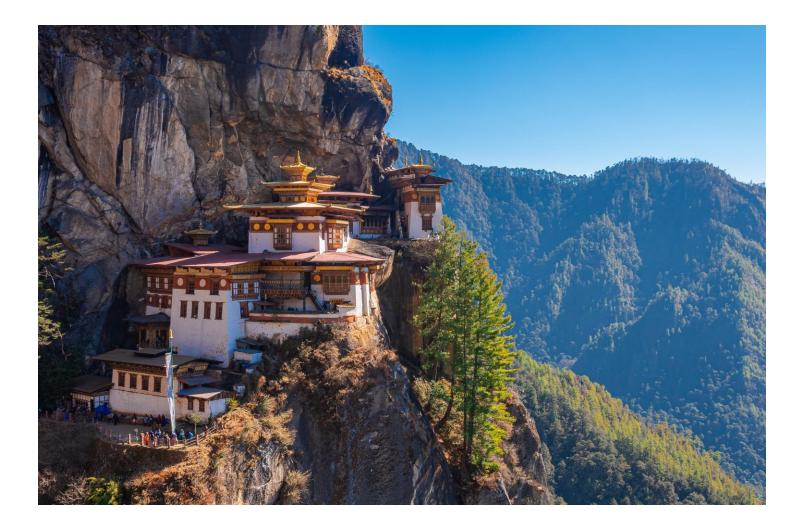


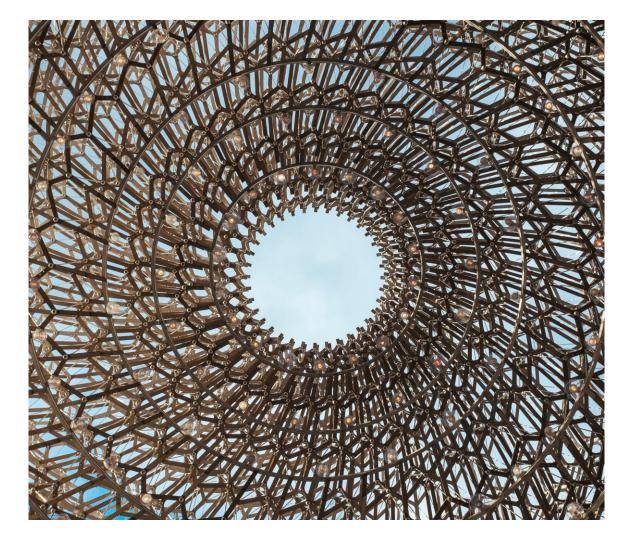


### Organizational Culture









### Artifacts



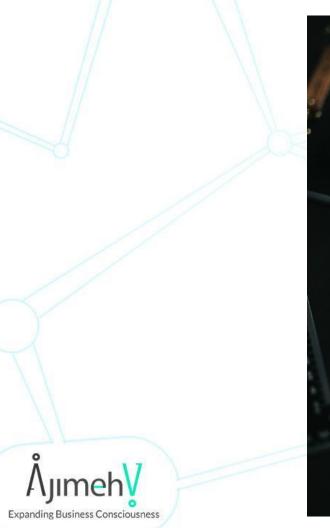


Ask the right questions

Talk in value, not effort

Refer to the team as single unit







Stories flow during the sprint

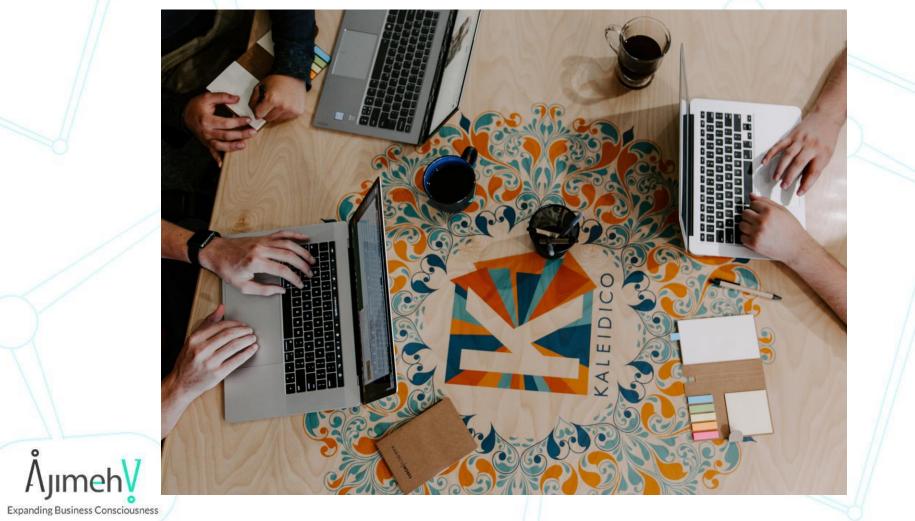
Automation project

Strong CI framework

Post production defects analysis

**Evolving DoD** 





Include QA leaders in strategic meetings

In planning- aim for the big picture

Review only done stories

Community of Practice- QA guild

Team Short responsibility feedback loop Defects prevention Teams collaboration Field perspective Business Value orientation representation





Dashboard presenting quality KPIs

Automation run frequency

Testing investment analysis



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### More ideas Do one thing at a time

The brain is a sequential processor. two things at the same time. Businesses and making, but research clearly shows that it reduc increases mistaker. Try creating an interruption day-turn off your email, phone, and social whether you get more done. If you have to download software that blocks your as amount of time that you specify

Divide presentations into 10-min

Remember my students who said ates into a mediocre lecture? The have known for many years, provider many people can pay attention to He stylug a lecture, for which I was named the acher of the Year (awarded at one of the

I decided that every lecture Id ever give w regments, and that each segment would last or regiment would cover a single core concept. general, and abays explainable in one minute. It minuting before detail, and the brain likes hiergeneral concepts naturally leads to explaining tolor archical fashion. Give the general idea first, before of and you will see a 40 percent improvement in under Each class was 50 minutes, so I could easily burn through for inge concepts in a single period. I would use the other nine monate

vent to provide a detailed description of that single gen-The trick was to ensure that each detail could be easily the general concept with minimal intellectual effort, parts to explicitly explain the link. This is like setween stuffings. In addition to walking beginning of the class, I sprinkled libthe" throughout the hour.

from trying to multitask. If the thout telling the audience where the presentation, the audience is to the instructor and attempt to of trying to drive while talking on the to pay attention to ANY two There a series of millisecond delays

to minutes had elapsed, I had Why did I construct my lechad only about 600 seconds to The next hour would be useless. And 1 nething after the forst second to "buy"

onds, the audience's attention is gete zero. If something isn't done quickly, accessively losing bouts of an effort to od? Not more information of the same relevant cue that breaks them from whing the information stream seem disa tronizing. They need something so contpelling that they bias throps the to-minute barrier-something



### Takeaways

High quality can be achieved by having the right mindset Understanding your organizational culture enables you to affect it

## Thank You!

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