

# Powering Innovation: World-Class Quality



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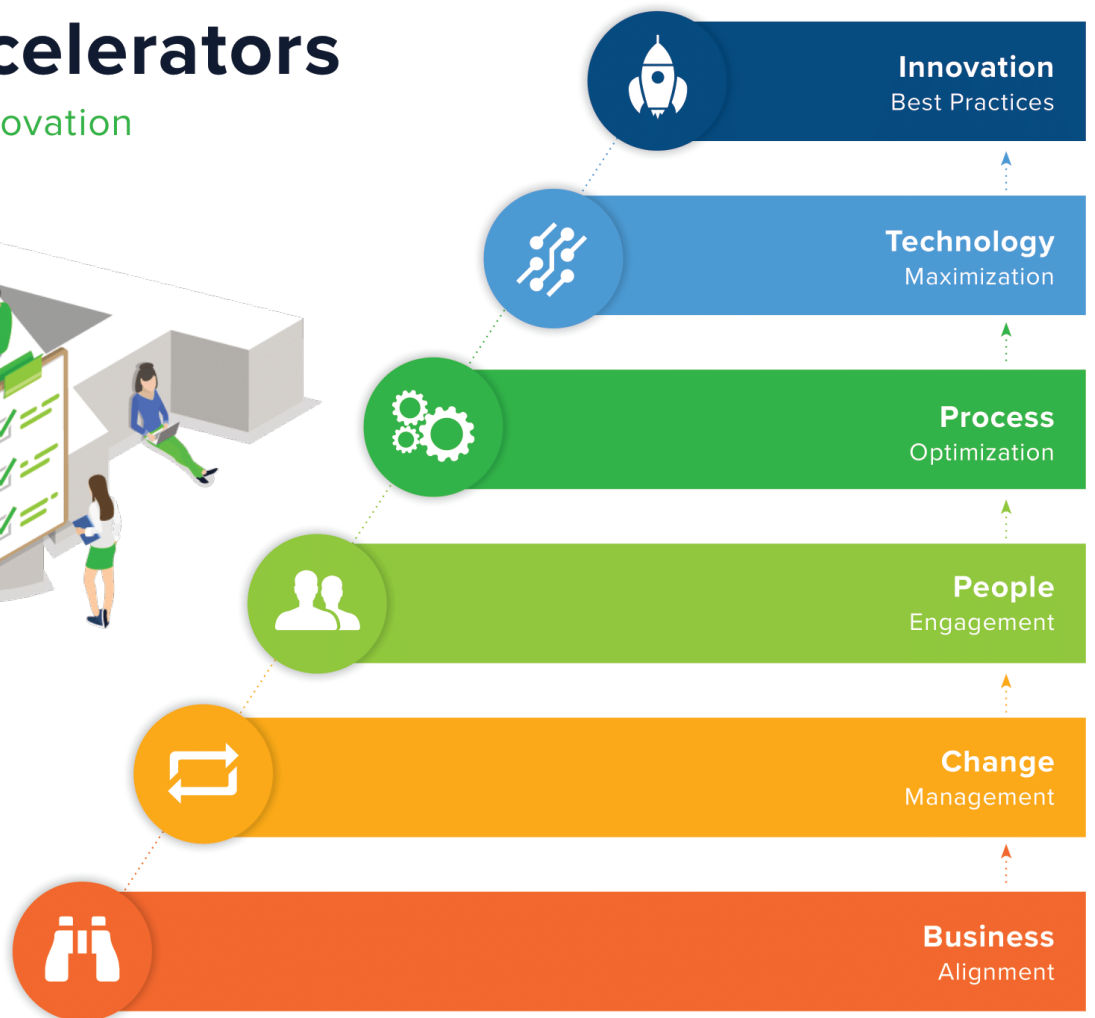
# Building Blocks of Innovation

## A distinctive perspective on product innovation

Quality is a key driver of innovation. With a unique insight into the end-user needs and expectations, Quality offers a distinctive perspective on product innovation.

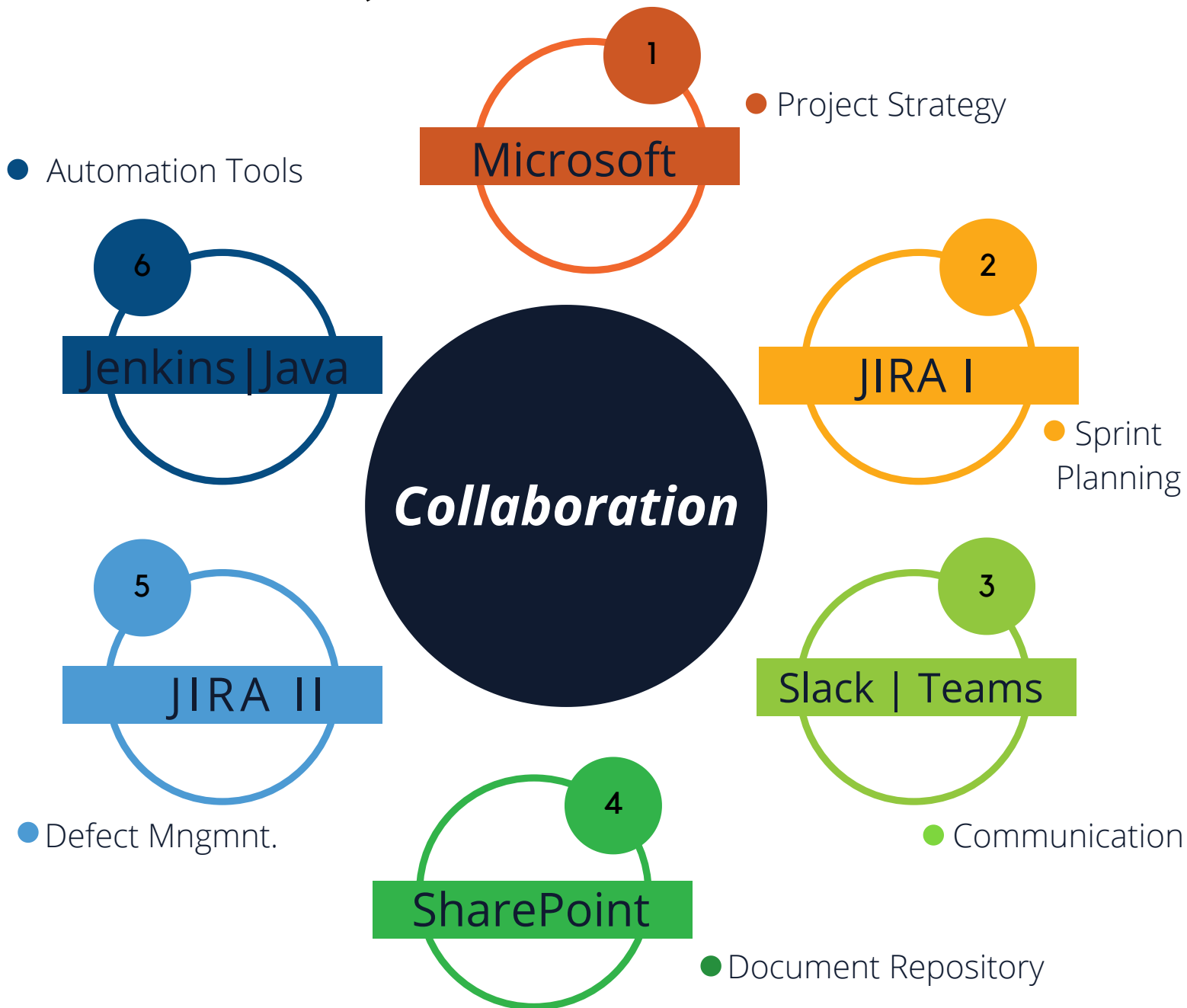
## Growth Accelerators

Building Blocks of Innovation



# Essential QA Tools for 2021

## 6 Essential QA Tools in our Toolbox:



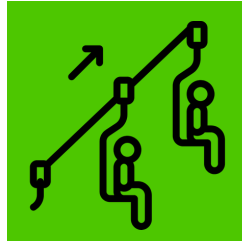
# Invest in your Quality Leaders

## 3 Quick Tips



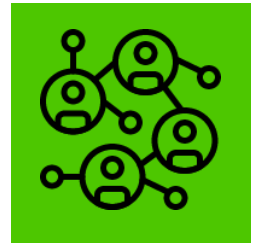
### ***Break through burnout***

- Foster individual relationships
- Carry over office activities
- Consistent team debriefs



### ***Boost morale from the top***

- Engage upper-executive leadership
- Offer a clear company wide message
- Virtual "town hall meetings"



### ***Engage through training***

- Training incentive programs
- Budget in training enhancement
- Higher profit margins

***"Investing in your people starts from the organization's top executives and slowly trickles down to the workers and doers who continue to make the engine move."***

**-Josh Brenneman**

Delivery and Talent Director at Tap | QA

# Deep Work

A state of deep concentration and focus

1

## Communication Expectations

Solidify your communication expectations. If testers are expected to respond to every email, within minutes, they can't possibly enter that state of deep work and produce high-quality work.

2

## The Right Equipment

The right equipment empowers software testers to concentrate, uninterrupted. Hardware is of course important, but the other part of the equation is ergonomically correct equipment.



## 3 Blank Calendars

We can empower our testers to do their best work by being mindful of their need for uninterrupted blocks of time.

## 4 Quiet Space

Provide the quiet space your testers need to focus, such as cubicles or quiet meeting space - or even noise-canceling headphones.

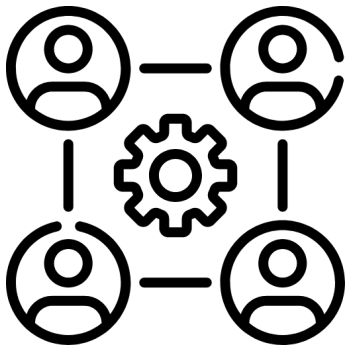
# Transitioning out of 2020



## Gain Momentum

Invest in change to gain momentum

Share your vision of the future with your team. Aligning your team around that shared vision can be the catalyst to get that boulder moving.



## Quality Communication

Invest in quality communication

Communication is essential to create products and services, especially in Agile environments. Real communication empowers us to connect with our customers and engage our colleagues.

## Align Business Vision with IT

Invest in team alignment

A successful year hinges on collaboration between business and IT. Make sure both teams are engaged with overall company goals.

