



# Getting to know, the unknown, unknowns of Quality Coaching

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# Introduction

## “ My transition into Quality Coaching



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# Introduction

“ Hello, I’m Emna AYADI (She/her)



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- Blogger : [emnaayadi.com](https://emnaayadi.com)
- LinkedIn Learning Instructor



# Introduction



## “Agenda

- The Quality Coach Role
- Being a Quality Coach: Challenges and benefits
- Practical Quality Coaching Exercises
- Quality Coaching in the Future ?



## Why “Quality Coaching” ?



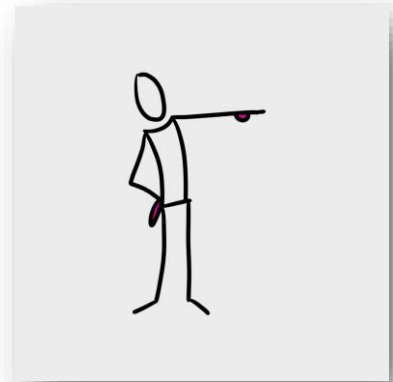
« Quality is a value to some person »  
-- Jerry Weinberg

# Coaching

## “Teaching Vs. Coaching

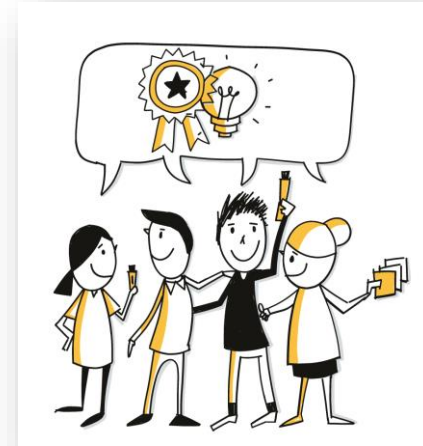


*“Coaching unlocks a person’s potential to maximize their performance.”*



Directive

- Instructing
- Giving advice
- Telling what to do

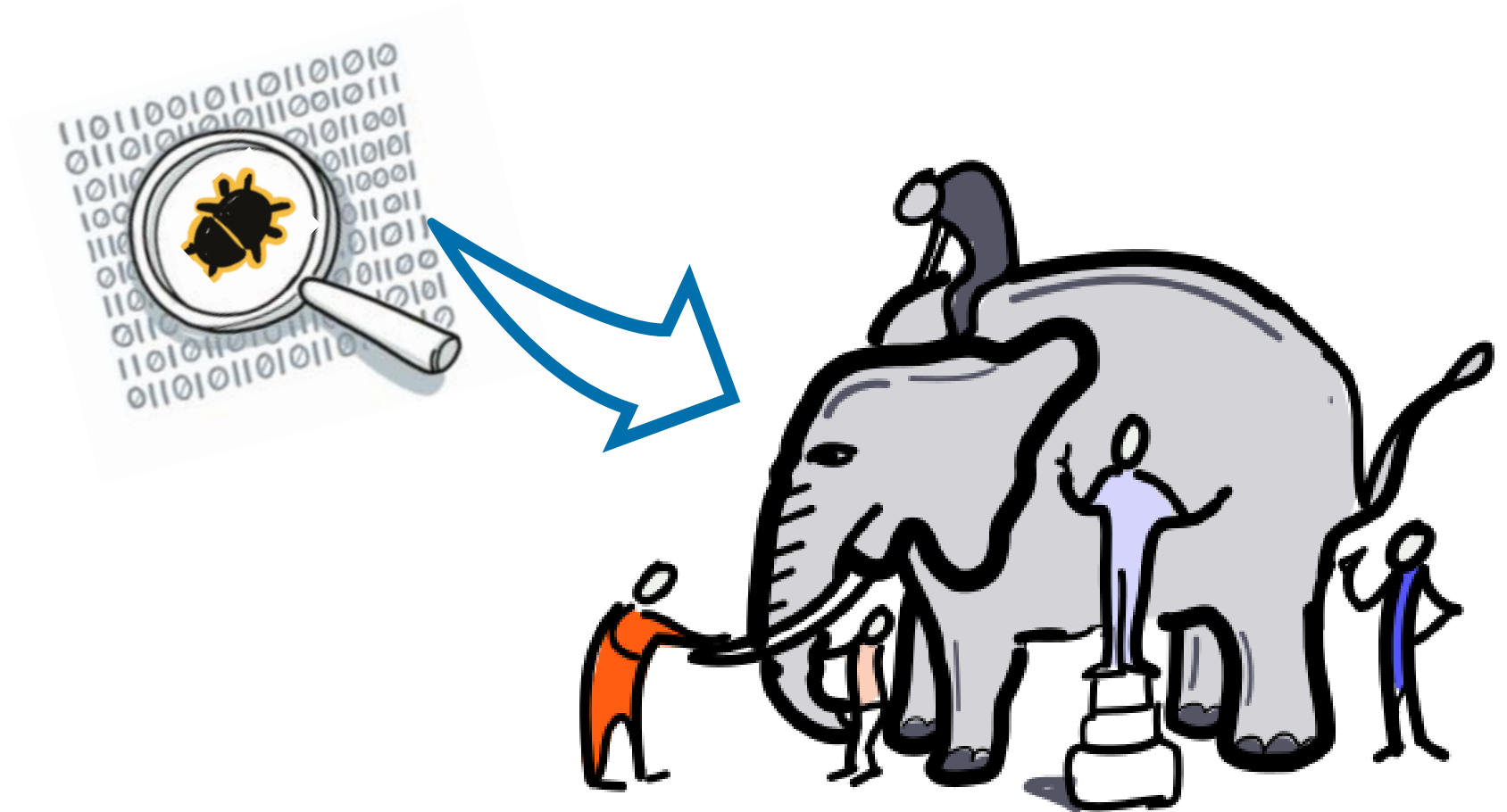


Non Directive

- Listening actively
- Reflecting
- Questioning

# Quality Coaching

“ From Testing to Quality Engineering

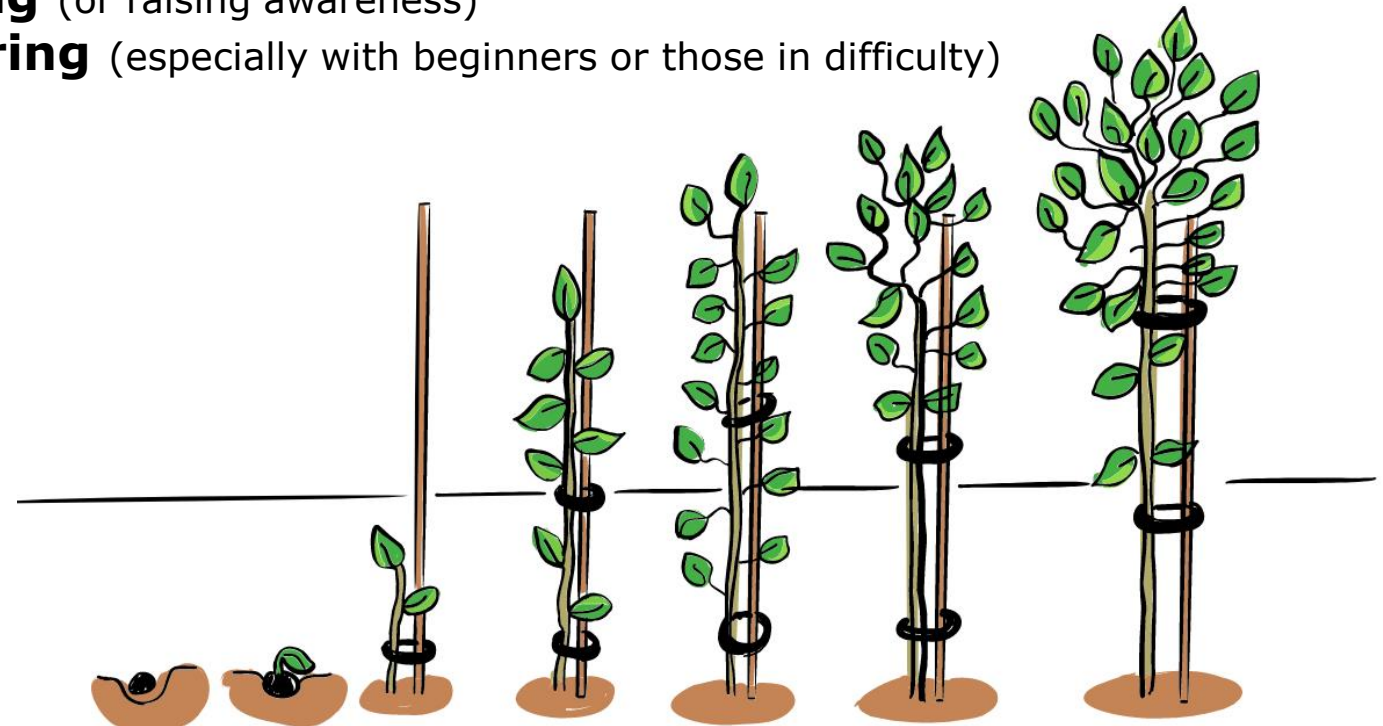


# Quality Coaching

## What is a Quality Coach?

A quality coach is a role that challenges and actively supports a team or organization to build a collaborative approach toward quality, through

- **Coaching** (individual or collective)
- **Facilitating** (workshops, rituals, visuals, graphic recording...)
- **Training** (or raising awareness)
- **Mentoring** (especially with beginners or those in difficulty)



# Quality Coaching



## “ Benefits



**Remove Silos**



**Create Learning Opportunities**  
#TestAndLearn



**Get a Fast Feedback**



**Have a Quality Product at an adapted Pace**  
#QualityMatters



**Become Happier at Work**



**Involving instead of directing**



**Move Towards Continuous Testing**  
#ContinuousImprovement

# Quality Coaching **Challenges**



# Lesson Learned #1

## “ Agenda : Empty or Exploding ?



**Tip :** Create your own agenda and be intellectually and physically available

# Lesson Learned #2



“ What is my SCOPE of Coaching ?



**Tip :** Understand and challenge the expectations of management but especially of the teams you support

# Lesson Learned #3



“ BUT who are you ?  
And what are you doing ?



**Tip :** Raise awareness in your communities within the organization about the importance and challenges of this role, you need to involve them!

# Lesson Learned #4

## “ Agile Coach Vs. Quality Coach



**Tip :** Collaborate and synchronize actively with all change actors (Coach, HR, Transformation Team, Managers ...)

# Lesson Learned #5

#Visualize

#Prioritize



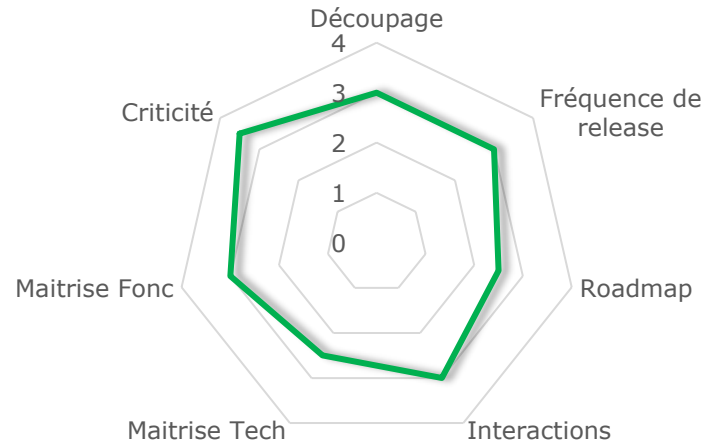
#Measure

#Adapt

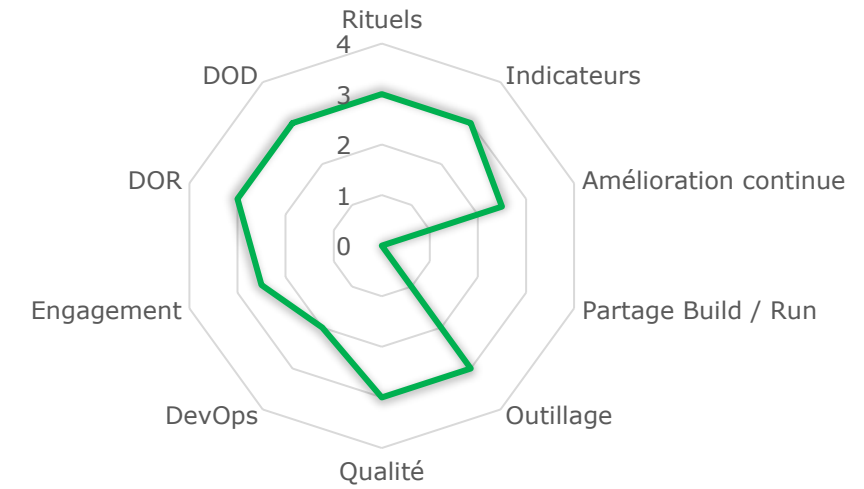
« It's hard for organizations to accept that change takes time ! »

“ I didn't notice any change, we still have the same problems 😞

## Maturité Produit



## Les rituels et les outils



### Tips :

- Capture the initial status
- Start small and monitor progress
- Create a backlog of actions and prioritize
- Be patient it's not magic ! 😊

# Quality Coaching **ToolBox**

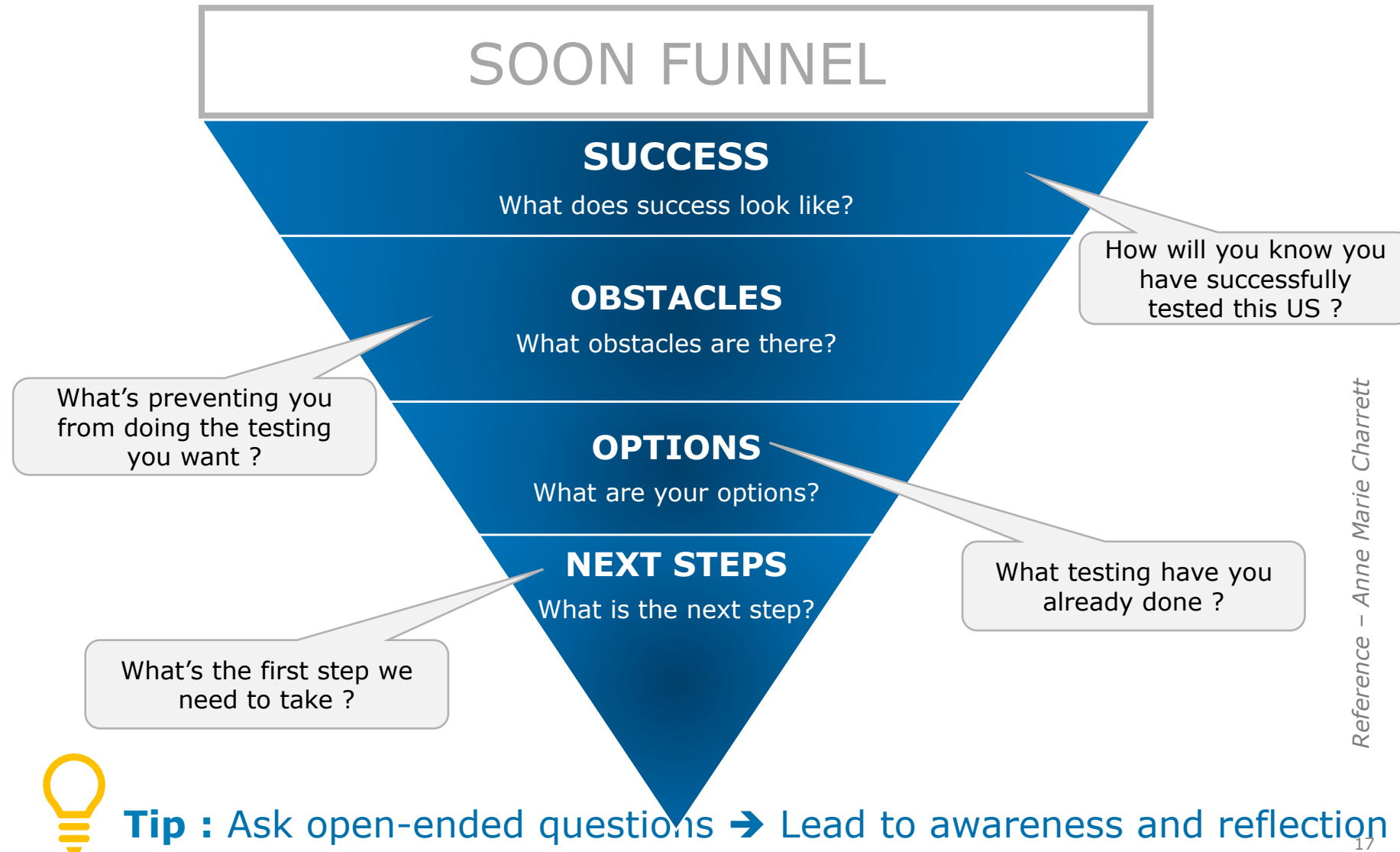


# Practice



*"Asking the right questions is as important as answering them"*

## “ Structure the conversation Use a coaching model



# Practice



"Express interest, empathy and listen actively"

## “ Verwondering

### ***I WONDER ...***

- ❖ Why testers are not present in the refinement session
- ❖ Why dependent teams don't communicate regularly with each others
- ❖ Why testers are not invited in the sprint review
- ❖ Why developers don't like to test



### **Tips :**

- List 3 possible reasons that might create this behaviour
- What can you do to change that ?
- 'how to: open questions'

Good starting point !

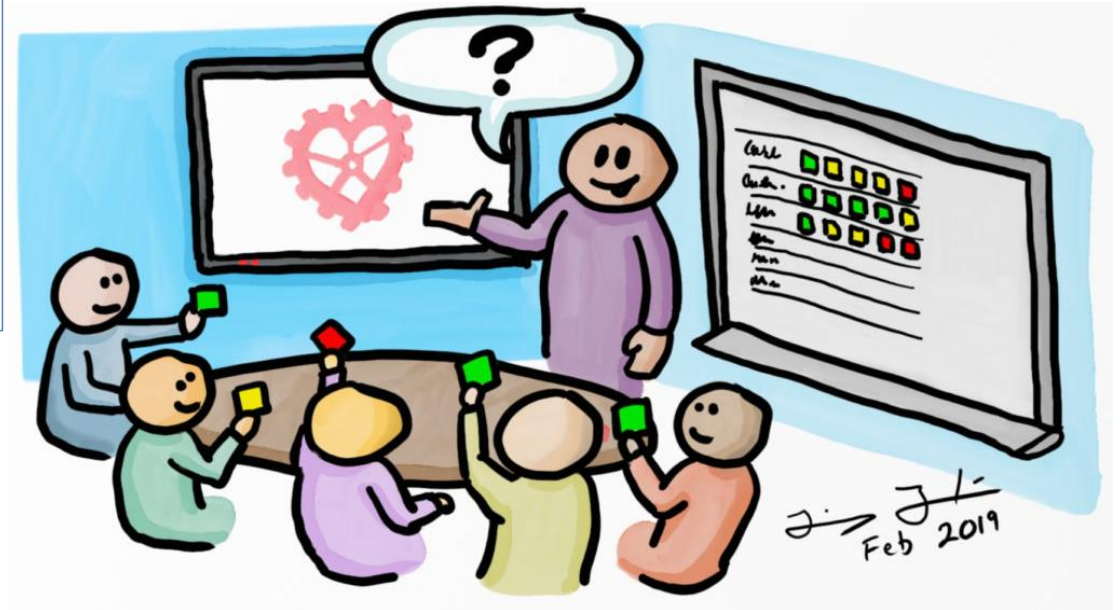
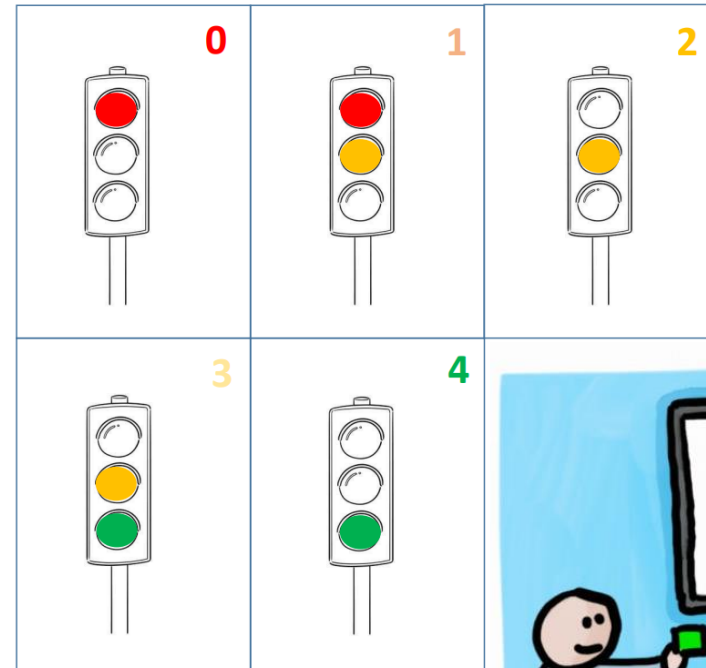


# Practice



*"When sharing the feedback: Try to avoid BUT use AND"*

## “ Team Health Check



**Tip :** Encourage teams to regularly auto-evaluate on different themes within a process of continuous improvement

# Practice



## “ Ask Questions that encourage reflections

- ~~How will you measure success?~~  
-> What defines quality?

**Avoid the “WHY...”** Because it leads to justification and can “point out” people

- ~~Why did you fail?~~  
-> How could we have done better ?



**Tip :** Make your questions (Simple, Open, Short, Deep, Easy to understand, actions oriented)

# The **Future** of Quality Coaching



# Future Challenges



*"Embrace coaching to thrive in the age of AI"*

## “ Quality Coaching in the Age of AI



### Quality Coaching in the age of AI

Adpot an AI Robot (New Coach)	20%
More Coaching is needed ✓	60%
Less Coaching is needed	11%
Other (in comments)	9%



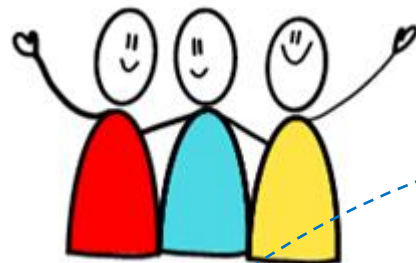
- **Would you welcome a robot as a new team member ?**

(Adopted AI Robots will not switch to another project)

- **Would you use AI robot as your coaching partner ?**

(ask better questions, personalize your coaching strategies, adapt to the learning style, provide the right reference, automate repetitive tasks)

# Conclusion

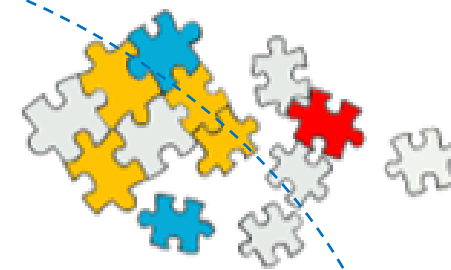


**Involve the Entire Ecosystem in Quality**



**Enable Collective Problem Solving**

#OneTeam  
#DevOps



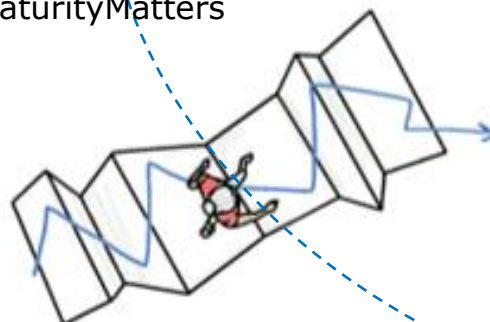
**Integrate Quality Earlier and Keep Improving**



**Adapt your Coaching**

#MaturityMatters

## Quality Coach



**Encourage Good Design for Test Cases**



**Encourage Small Experiments**



**Demonstrate that Testing is not a Phase it's an Activity**

# Thank You 😊

See you today at the conference,

You can find me online

**Emna AYADI**

#ExploreWithEmna



[emnaayadi.com](http://emnaayadi.com)

