



**Dunelm**  
Technology



# Quality Dun Our Way

Top Tips On How To Grow  
A Successful Quality Culture  
& Community

# Who Are We?

Dunelm Careers



## TOP TIPS

- Scaling a successful chapter and/or community
- Creating an inclusive & psychological safe environment for people to thrive
  - Running Chapter Days & Events

Dunelm Careers



**Harj Kaur**  
Environments Manager



**Stuart Day**  
Head of Quality



**Jamie Blyth**  
Principal Quality Engineer



**Santa**  
Chief Fun Officer

## How It Started

- 10-15 QAs
- No common vision or purpose
- Testing phase over quality throughout
- No collective quality team

## Challenges Faced

- Culture
  - WoW
- Skills divide
- Location split
- Communication

## How It's Going

- 65+ QAs
- We share a common vision
- Understand our purpose
- Quality throughout
  - We're a big supportive quality family

Listen, Learn, Share, Grow



INNOVATE TOGETHER

## TIP #1

Define Your Vision  
& Purpose



**TIP #2**

**Community Led  
Over  
Leadership Led**



John Gahagan

(Chief Technology & Product Officer)

## Quality Chapter Leadership Team



Paul Kerrison

(Director Engineering & Architecture)

# TIP #3

# Supportive Leadership



Conferences



Hackathons



Chapter Days



AWS Game Days



Learn & Share Sessions



TIP #4

Regular  
& Consistent  
Events



# TIP #5

Inclusive  
&  
Diverse



## Dunelm Learning Charter

"When we stop learning, we stop growing"

### Purpose

Everyone has the same opportunities and ownership of their personal development to be the best version of themselves.



PLURALSIGHT

# TIP #6

# Create A Supportive Environment To Enable Learning



Inclusion



Learner



An inclusive environment where all our teams and individuals feel safe to:

- Learn through experimentation and failure
  - Collaborate and contribute freely
- To challenge and be challenged, without judgement or fear of blame.

Enabling everyone to feel valued, always express our authentic selves and push each other outside of our comfort zones, to work towards achieving common goals and outcomes.

Collaborator



Challenger



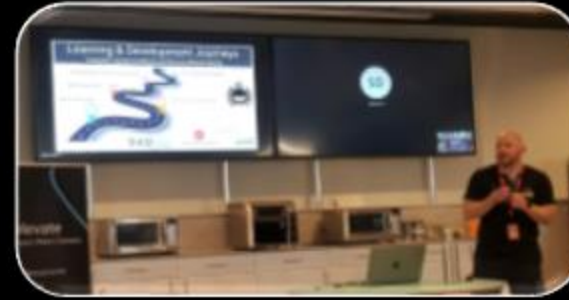
**TIP #7**

**Build  
Psychological  
Safety**



## TIP #8

Continuously  
Evolve & Keep It  
Fresh



TIP #9

SHOUT  
ABOUT IT!!



TIP #10

Make It FUN!!

# Message From Our CFO

(Chief FUN Officer)



