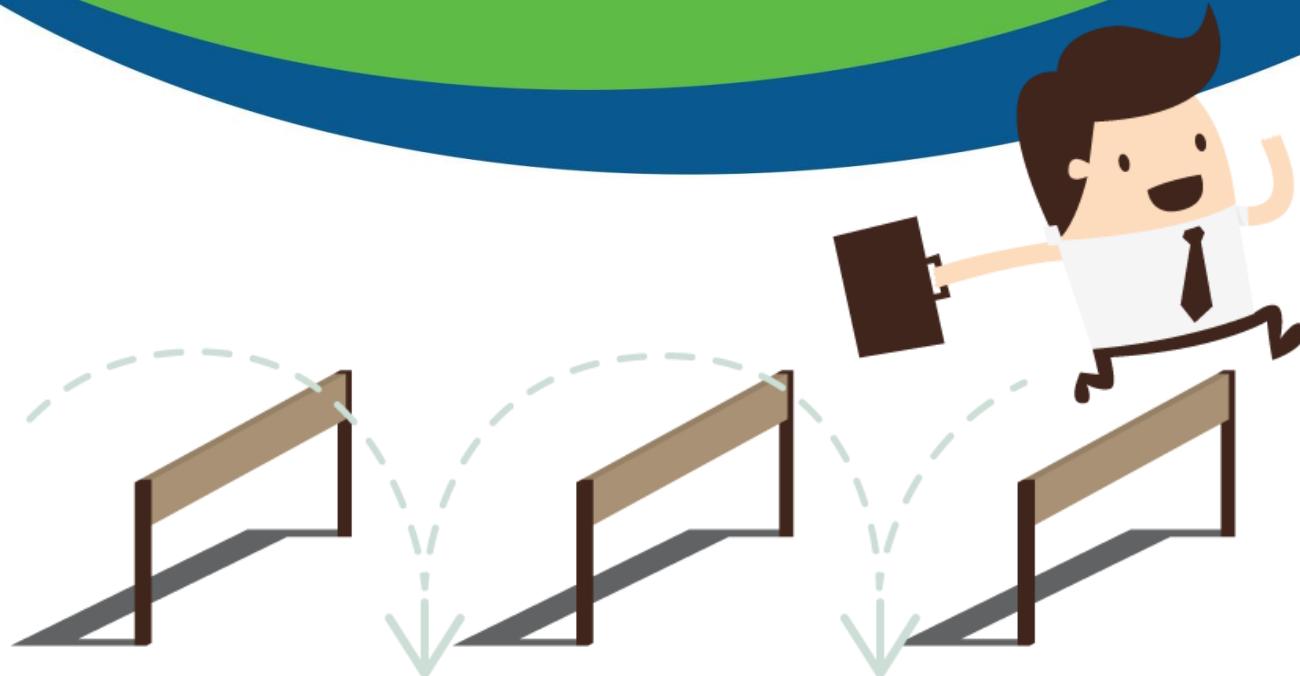


Build a Successful Team: Motivate Your Software Tester



Petra Boušková

Why should you listen to me?



Why should you listen to me?



Petra Boušková

Perceived motivation

1) 700 participants

2) 40 questions

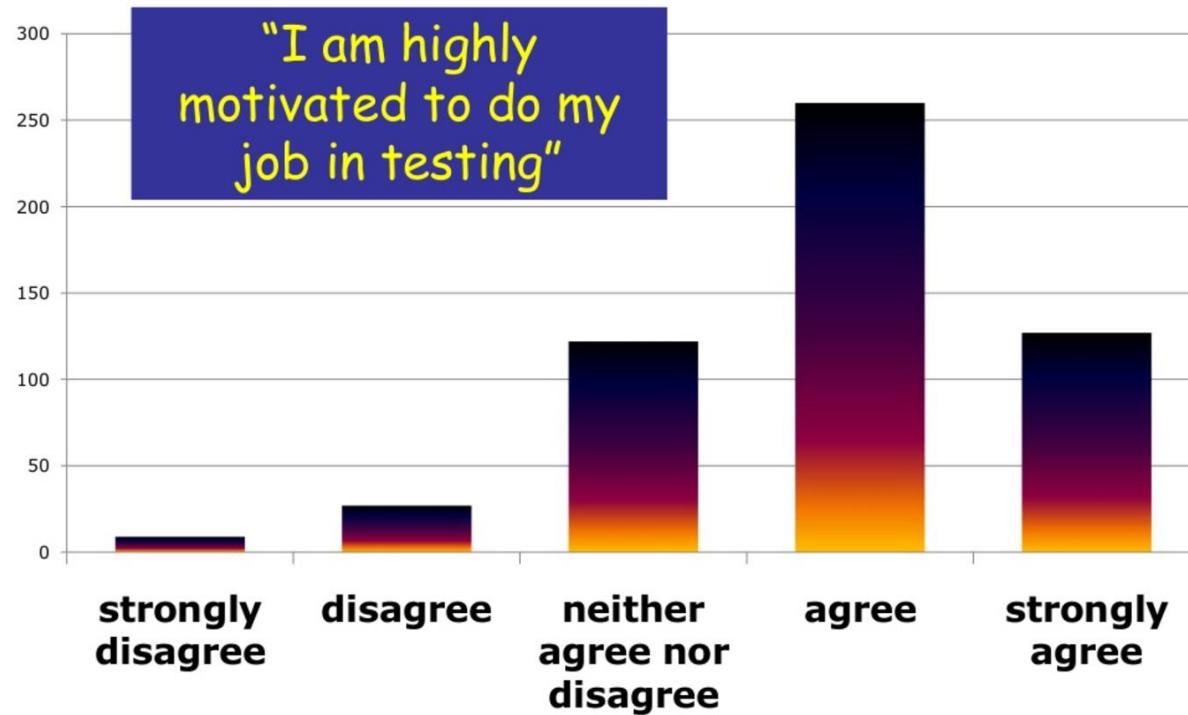
3) 50% V-Modell

25% Agile

25% rest

4) 2 year process

Perceived motivation



Thank you for your attention!



Motivational theories

- Hierarchy of Needs – Maslow, 1943
- Motivation-Hygiene Theory – Herzberg, 1959
- Theory X vs. Theory Y – McGregor, 1960
- Expectancy Theory – Vroom, 1964
- Equity Theory – Adams, 1965
- Job Characteristics Model (MPS) – Hackman and Odlham, 1976
- Three Needs Theory – McClelland, 1988
- Temporal Motivation Theory (TMT) – Steel and Konig, 2006
- Motivation 3.0 (MAP) – Pink, 2010

Motivational theories

- Hierarchy of Needs
- M
- •

No!

Get pr

- Temporal theory of motivation – Deci et al., 1996
- Motivation 3.0 (Self-Determination Theory) – Pink, 2010

Ronig, 2006



Motivation process from beginning to end

- 1) Candidate on an Interview**
- 2) Tester is hired**
- 3) Tester is on a Project**

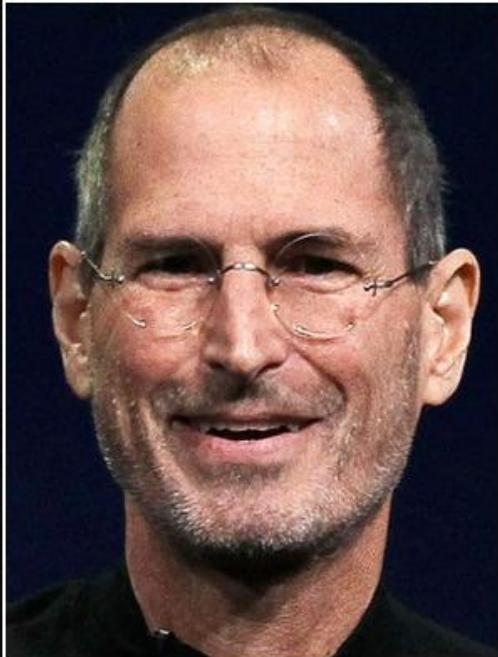


Candidate on an Interview!



Find passion for your job!

Find a vision for your company!



If you are working on something exciting that you really care about, you don't have to be pushed. The vision pulls you.

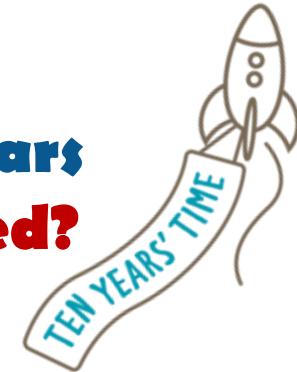
— *Steve Jobs* —

AZ QUOTES

Find a vision for your company!

Find your sentence!

1) What kind of a company will we become 10 years from now if we follow the direction we've outlined?



2) If we were featured on a magazine cover and profiled as the most admired company in the world, what would the headline say?



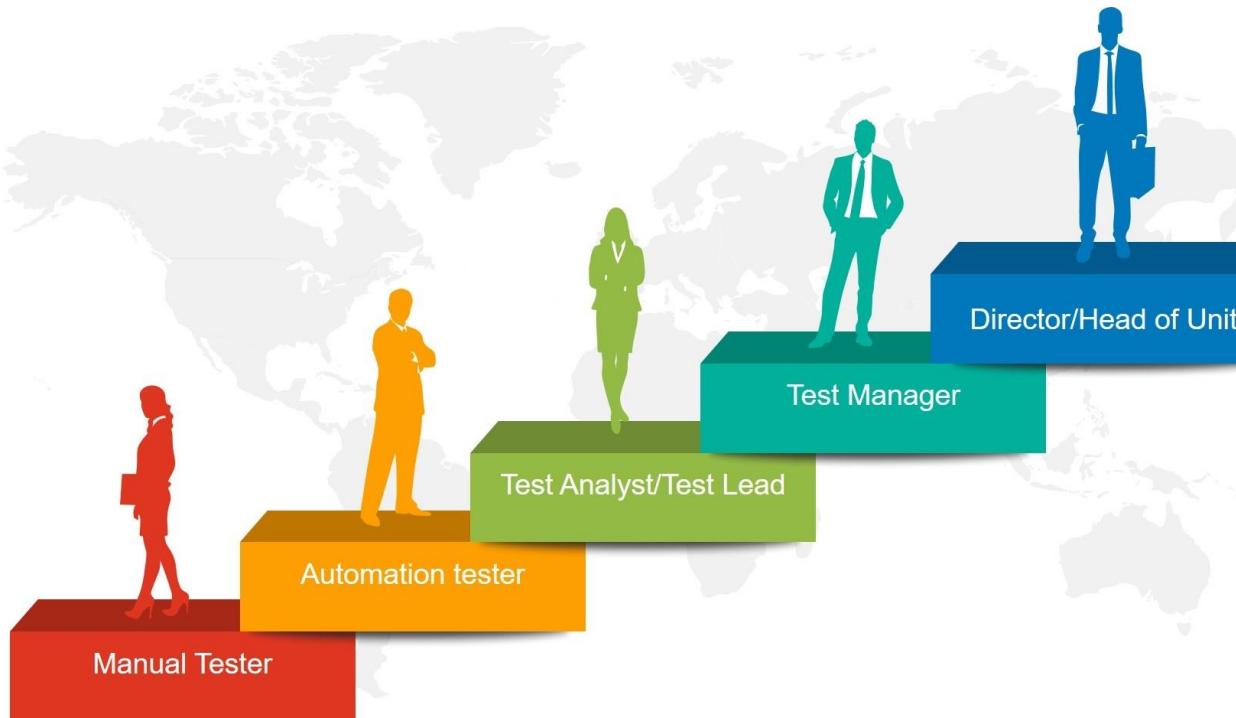
Direction matters!

Depth vs. Breadth



Grow with us!

Career path



Everyone is motivated differently



Frame your picture with a Certificate!



Petrá Boušková

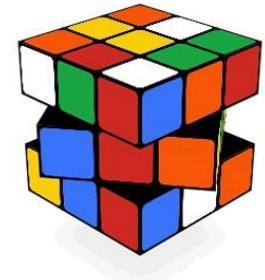
Tester is hired!



Keep in touch!



Onboarding platform and Office Lady!



Show him a calendar!



Tester is on a Project!



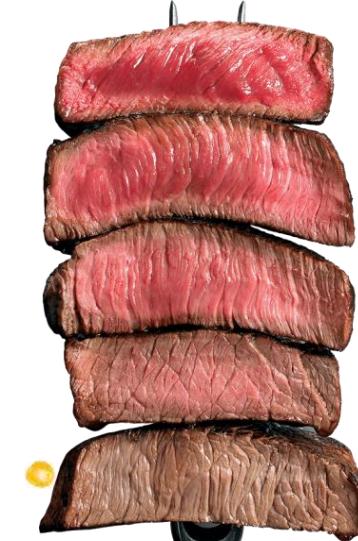
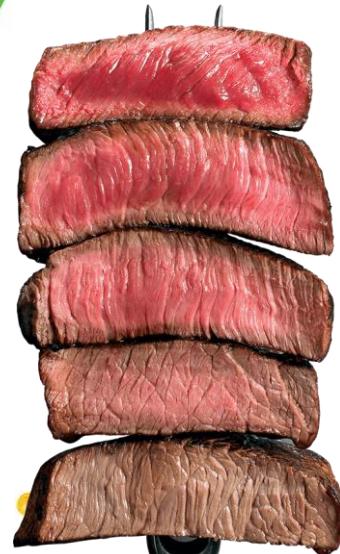
Give him a ,like!



We need YOU!



Steak connects people!



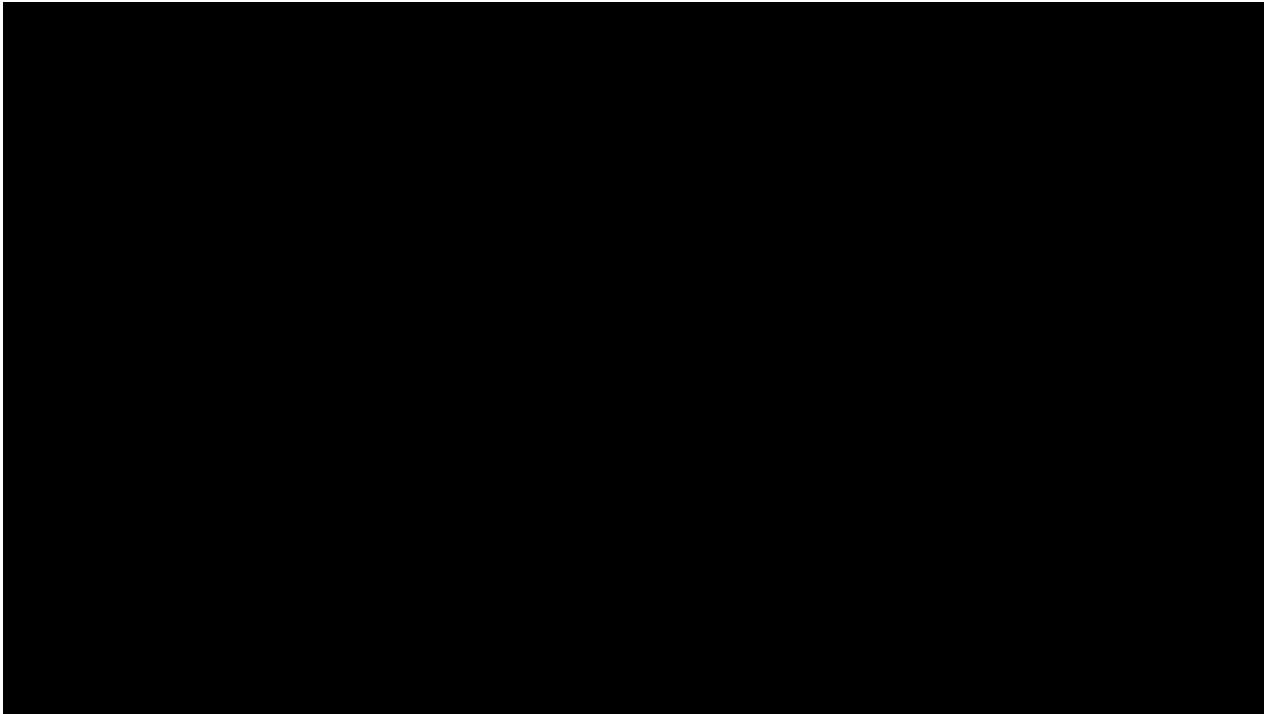
Harry Potter issue



Harry Potter issue



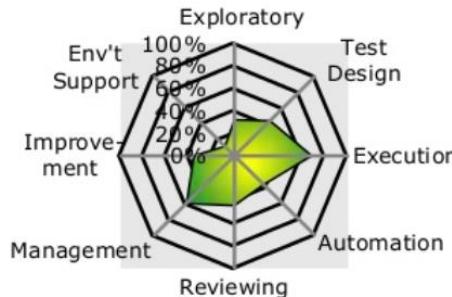
Networking at Conferences



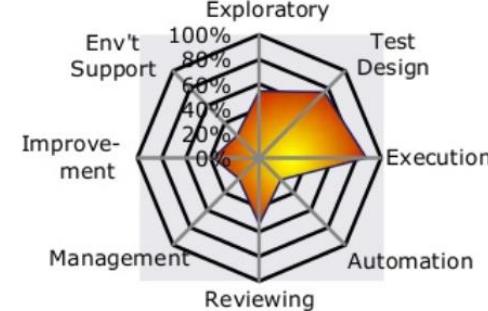
Petra Boušková

Provide him with a specific training!

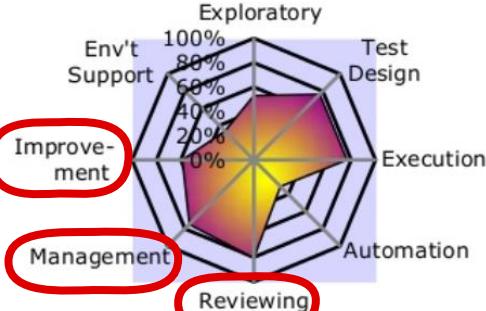
Developer/Tester



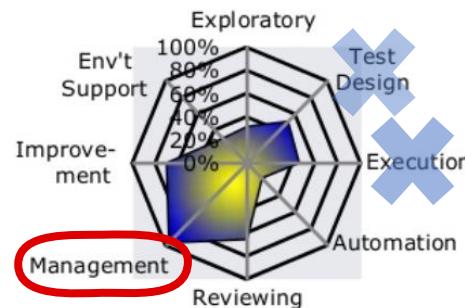
Test Analyst



Test Lead



Test Manager



Test Consultant

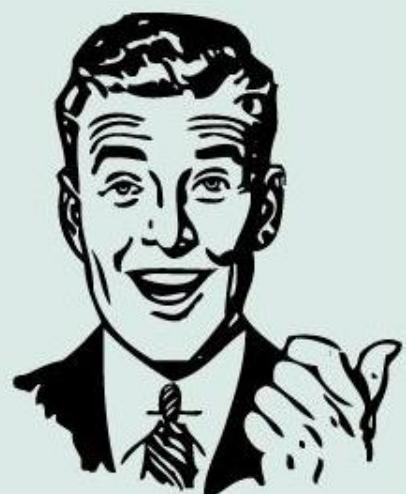


Head of Testing

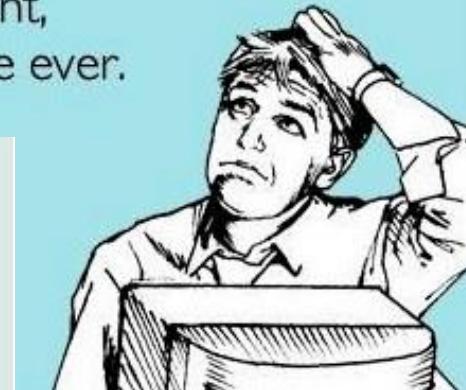


Start with Leaders!

I hire professional staff, then micro manage them until they walk out the door.



I perform better under strict micromanagement,
said no employee ever.



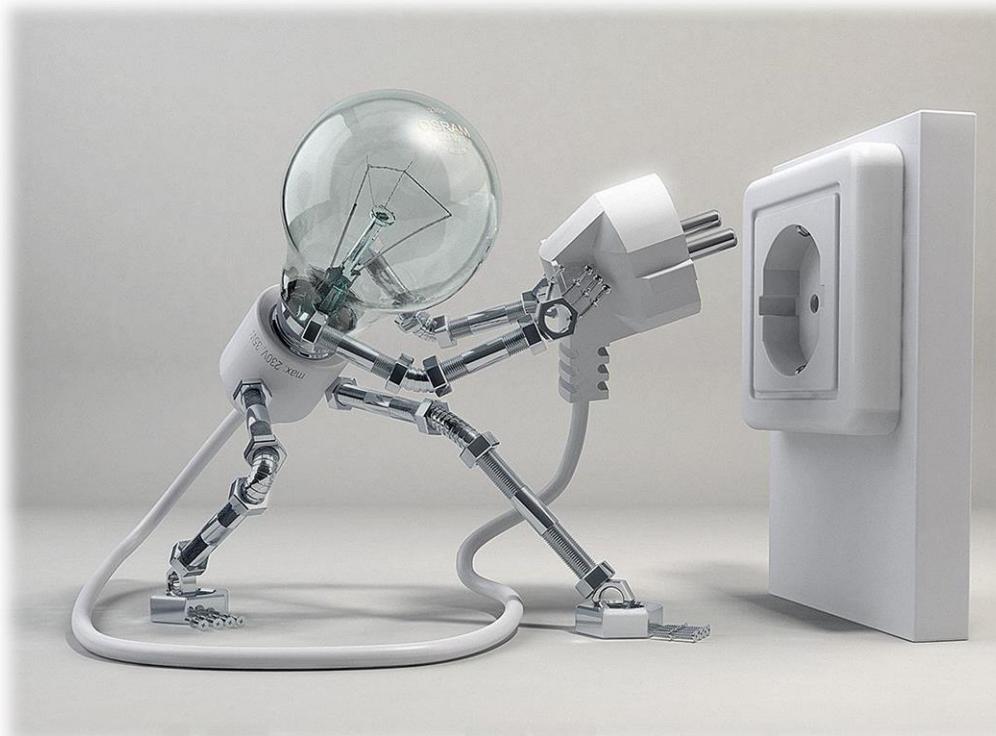
A Wind-up worker



A Wind-up worker

No one can motivate him,

YES?



No?

if he is not willing to do himself.



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