

# Learning to be More User Centered

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In your organization, is the quality function a real priority—or is it an outsider, an afterthought, a necessary evil, or a target for outsourcing? Whether we are talking about quality as testing, compliance, improvement, or brand perception, if you treat and manage quality like a service instead of a function, you can get more of what you want: better software, happier customers, smarter use of resources, and great business outcomes.

This approach works for both the provider and consumer of quality services, and for both in-house and outsourced quality. Making the shift to treating quality like a service means both provider and consumer have to be clear about what they need and expect, how those needs will be met, who is responsible for what, when, and for what cost.

In this talk, Eileen will present case examples showing the benefits of quality-related testing as a service, and also, somewhat surprisingly, how compliance and organizational improvement activities have benefited from a service mindset.

By using a service agreement approach, thinking of the various standards and frameworks as clouds from which you compose your quality system can be a better fit than wholesale adoption of any one quality framework—like a great coffee blend that gets you the exact taste, acidity, and finish you want.

***Eileen Forrester*** is a seasoned entrepreneurial leader, experienced in managing both for-profit and non-profit organizations in industry segments spanning technology, products, research, and training.

*Her company, Forrester Leadership Group, provides executive coaching, technology and product strategy, capability coaching and consulting.*