



# Influencing Change

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# Introduction

- ▶ Test / Dev Lead and Senior SDET at Vertafore
- ▶ Background in: mobile, web, Windows OS, game testing
- ▶ Passion around making things better for people and teams

# Why Influence Change?

- ▶ “Isn’t that something managers do?”
- ▶ For Your Career
- ▶ For Your Company
- ▶ For the Test Discipline
- ▶ For You

# How To Influence Change

- ▶ Know Your Audience
- ▶ Have a “Vision”
- ▶ Communicate Well
- ▶ Trust

# Know Your Audience

- ▶ How to fail (Mantis experience)
- ▶ Who is the idea for?
- ▶ How should the idea be “contextualized”?
  - ▶ Identify customer characteristics
  - ▶ Identify stakeholders / power brokers
  - ▶ Document!

# Having “Vision”

- ▶ “Our company's vision is to create synergistic opportunities by maximizing the vertical and horizontal integrations across the [InsertIndustryHere] industry”

# Having “Vision”

- ▶ Understand what change looks like
- ▶ Understand the direction of the change
- ▶ Understand why it is critical
- ▶ Provides a focus and something to check the project against

# Communicate Well



- ▶ Start with answering “Why?”
- ▶ Handling Questions Well
- ▶ Keep Vision at Center

# Trust

- ▶ Cannot influence without this
- ▶ Build it every day

# Identify Contributors



- ▶ Who has the most to gain through this change?
- ▶ Who asked productive questions when the vision was presented?
- ▶ Who would you like to drive this vision forward?

# Success!

- ▶ Drive, Drive Drive!
- ▶ Change happens slower than it seems it should
- ▶ It will not follow the “plan”
  - ▶ “They say no plan survives first contact with implementation.” - Andy Weir, The Martian

# Failure!

- ▶ Ask, did this fail because the idea / vision needs to change?
- ▶ Who / what is blocking you from moving forward?
  - ▶ Are there ways to solve these problems? If so, try again!
  - ▶ If they cannot be solved today, when can they be solved?
- ▶ Is the idea too large to accomplish all at once? Can this idea be iterated in part instead of as a whole?



“Design [, testing] and programming are human activities; forget that  
and all is lost.” --*Bjarne Stroustrup*

[http://www.softwarequotes.com/ShowQuotes.aspx?ID=539&Name=Stroustrup,\\_Bjarne&Type=Q](http://www.softwarequotes.com/ShowQuotes.aspx?ID=539&Name=Stroustrup,_Bjarne&Type=Q) ]

Questions?

