

# expo IQA 24

MADRID  
May 28th,  
29th, 30th  
2024

Your problems never cease

[expoqa.com](https://expoqa.com)

**Your problems never  
cease.**



They just change

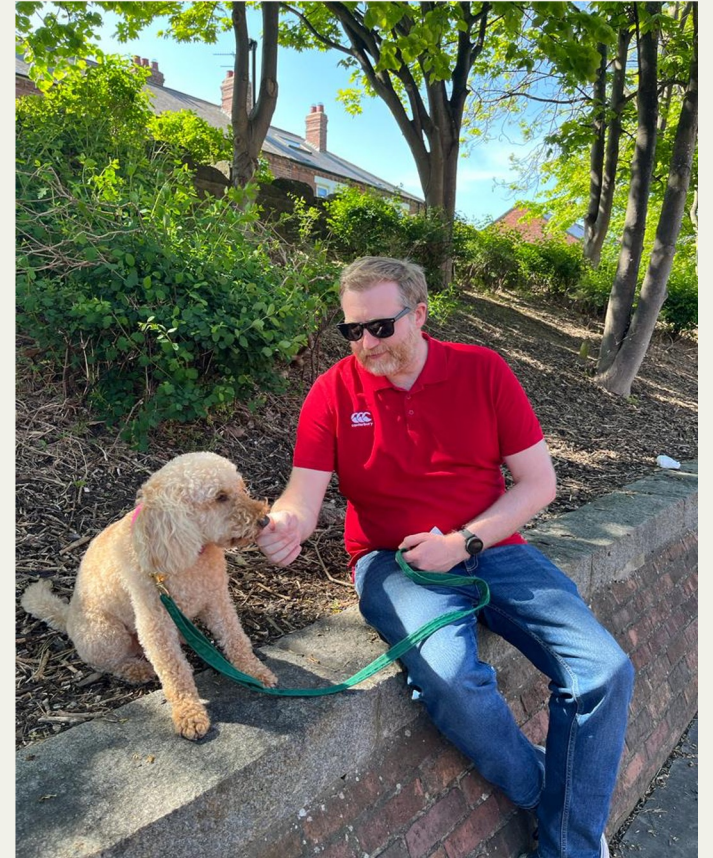


---

# I'm Russell

I'm a..

- ...problem solver
- ...testing leader
- ...podcaster
- ...event organiser
- ...event volunteer





Generated by Dall.E

**What's a Problem?**





**The only true wisdom is in knowing  
you know nothing.**

— *Socrates*

---

# Why do problems matter?



<https://www.pexels.com>

Growth



<https://www.pexels.com>

Friction



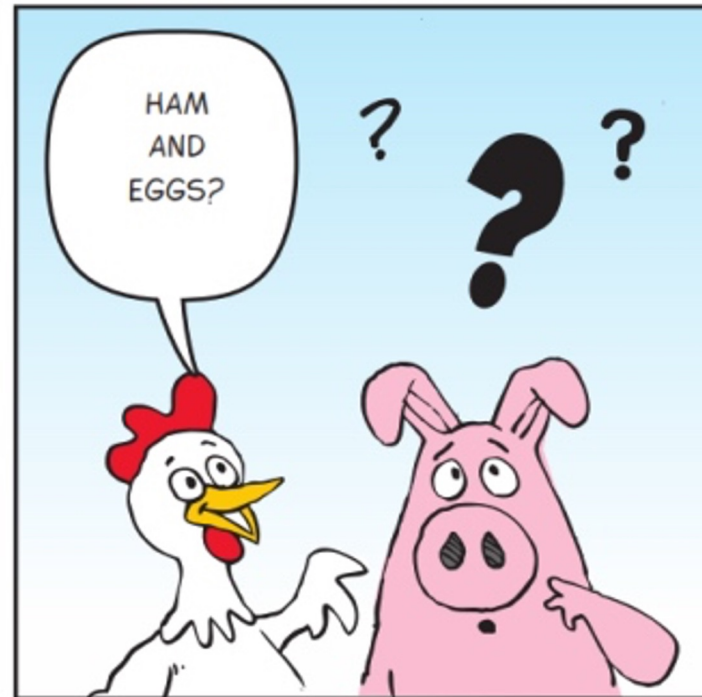
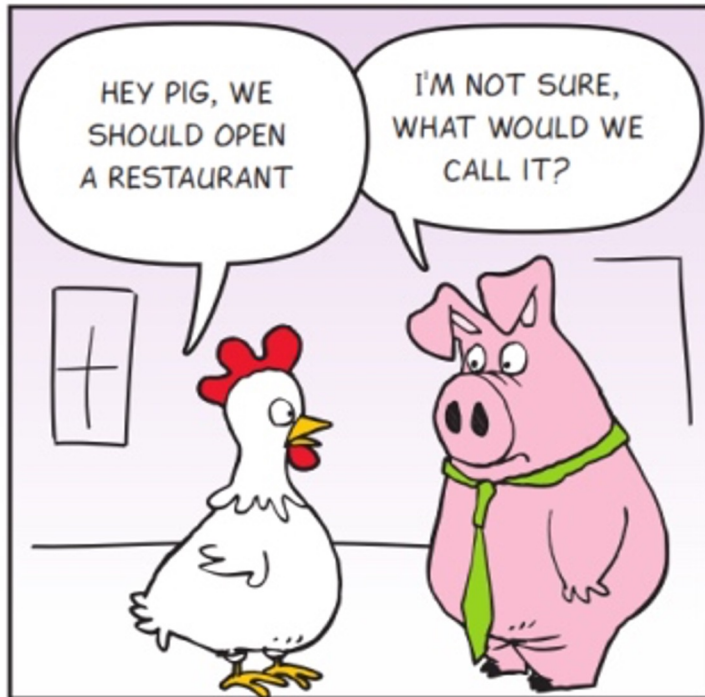
**How do you solve  
problems?**

# Know your role, no your goal!

Agile Safari™

PIG & CHICKEN PART 1

HelpingImprove.com



© Jake Calabrese at Helping Improve

HelpingImprove.com/agile-commitment-scrum-pig-chicken-part-1



# Involved



<https://www.pexels.com>

<https://www.pexels.com>



Context

Complex data risk opportunity cost process

customer plan sales analysis planning risk retention project

assessment identification impact management implementation monitor project performance project impact

strategy assessment performance sales data process

cost evaluation research impact retention management project project impact project impact

data management treatment strategy data research resources risk performance context

plan impact project resources important project performance evaluation data scope

retention customer sales customer plan sales management analysis performance implementation monitor project risk performance project impact

probability project complex data retention customer sales management project project impact project impact

assessment identification impact management implementation monitor project risk performance project impact

strategy assessment performance sales data process

cost evaluation research impact retention management project project impact project impact

data management treatment strategy data research resources risk performance context

plan impact project resources important project performance evaluation data scope

retention customer sales customer plan sales management analysis performance implementation monitor project risk performance project impact

probability project complex data retention customer sales management project project impact project impact

assessment identification impact management implementation monitor project risk performance project impact

strategy assessment performance sales data process

cost evaluation research impact retention management project project impact project impact

data management treatment strategy data research resources risk performance context

plan impact project resources important project performance evaluation data scope







# Active listening

- Listen to hear
- Ask meaningful open questions
- Request clarification
- Summarise
- Respect emotions





# Define the Problem



“

If I had an hour to solve a problem I'd spend 55 minutes thinking about the problem and 5 minutes thinking about solutions.

— Albert Einstein

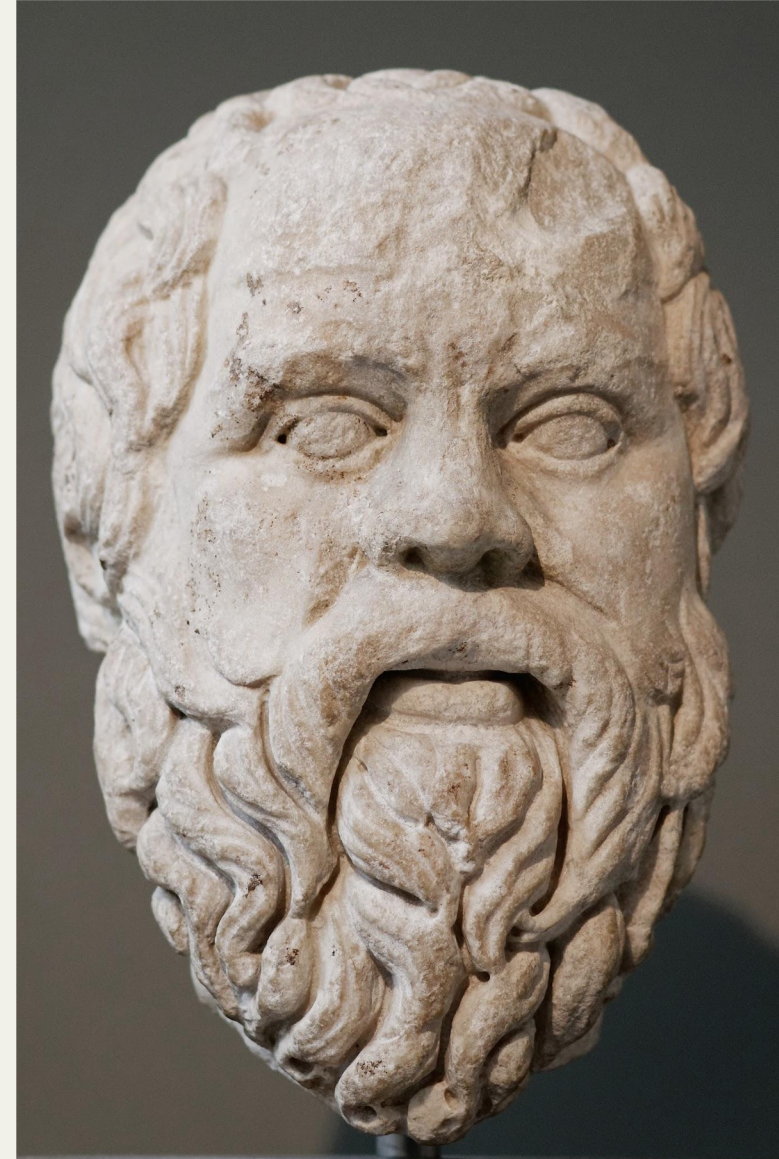
---



# Socratic method



- Thought provoking questions
- Probe beliefs
- Balance between argumentative and devil's advocate
- Give time to think & respond
- Summarise key points





# Break it down



Technique

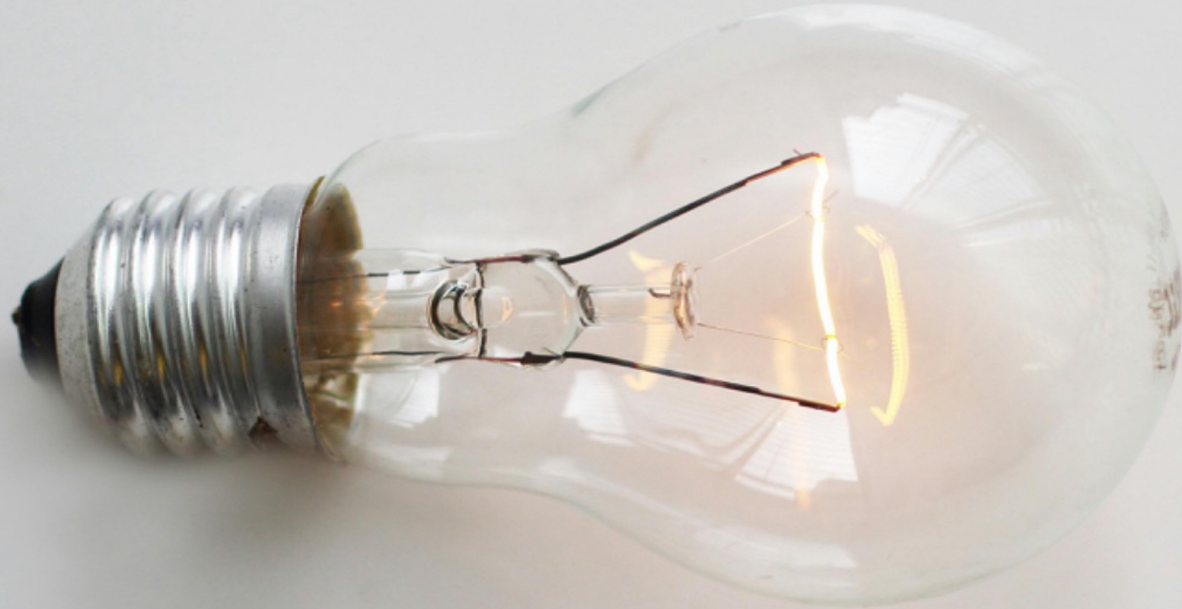


When faced with a difficult question, we often answer an easier one instead..usually without noticing the substitution

— Daniel Kahneman

---

**Ideate**





# Invest in you

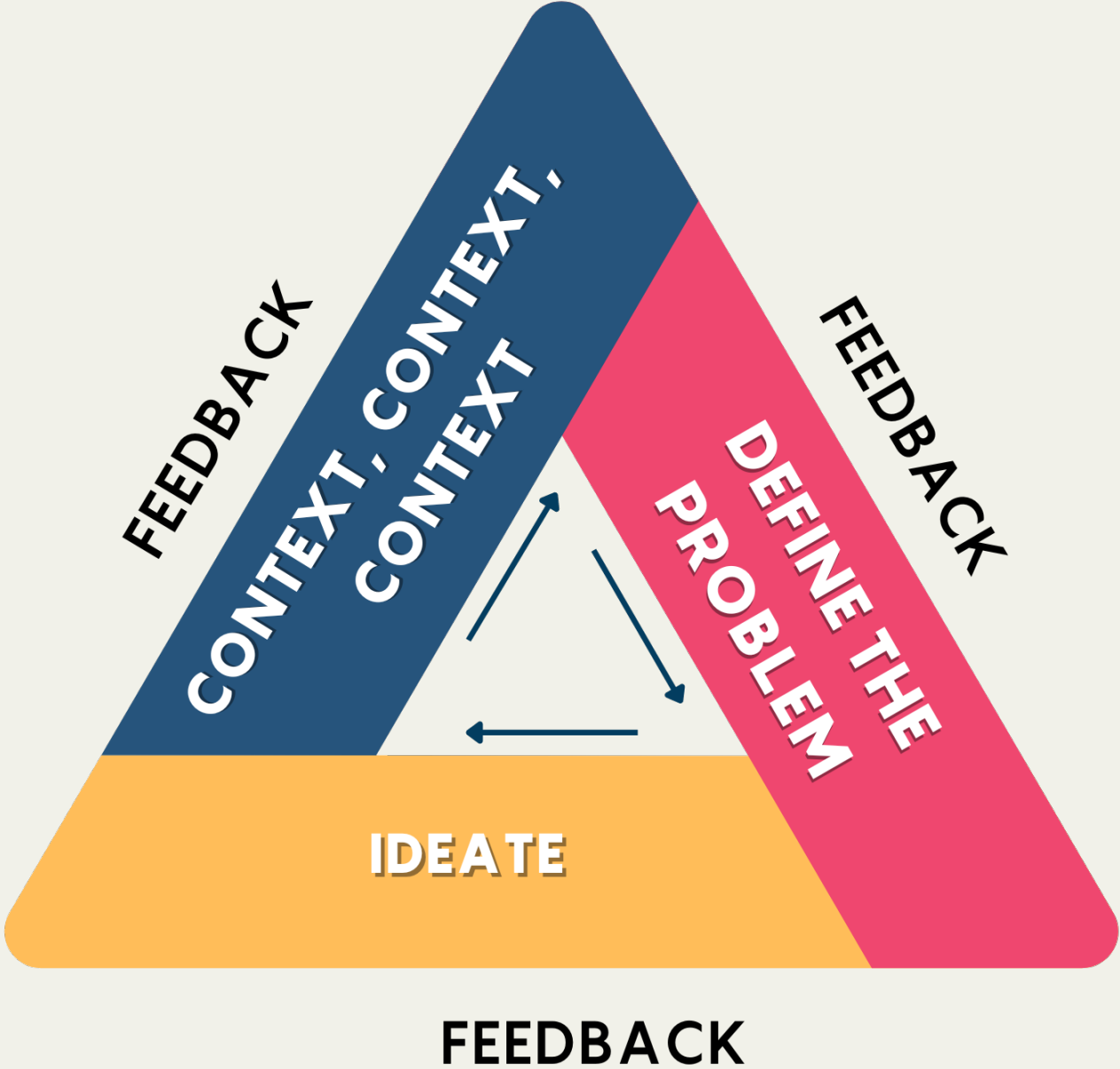
- Join / create communities
- Experiment, Learn fast
- Focus on passions but open your eyes
- Know your limits





F E E D B A C K

# Involved Problems





# Invested



<https://www.pexels.com>

<https://www.pexels.com>







# Define the Problem



“

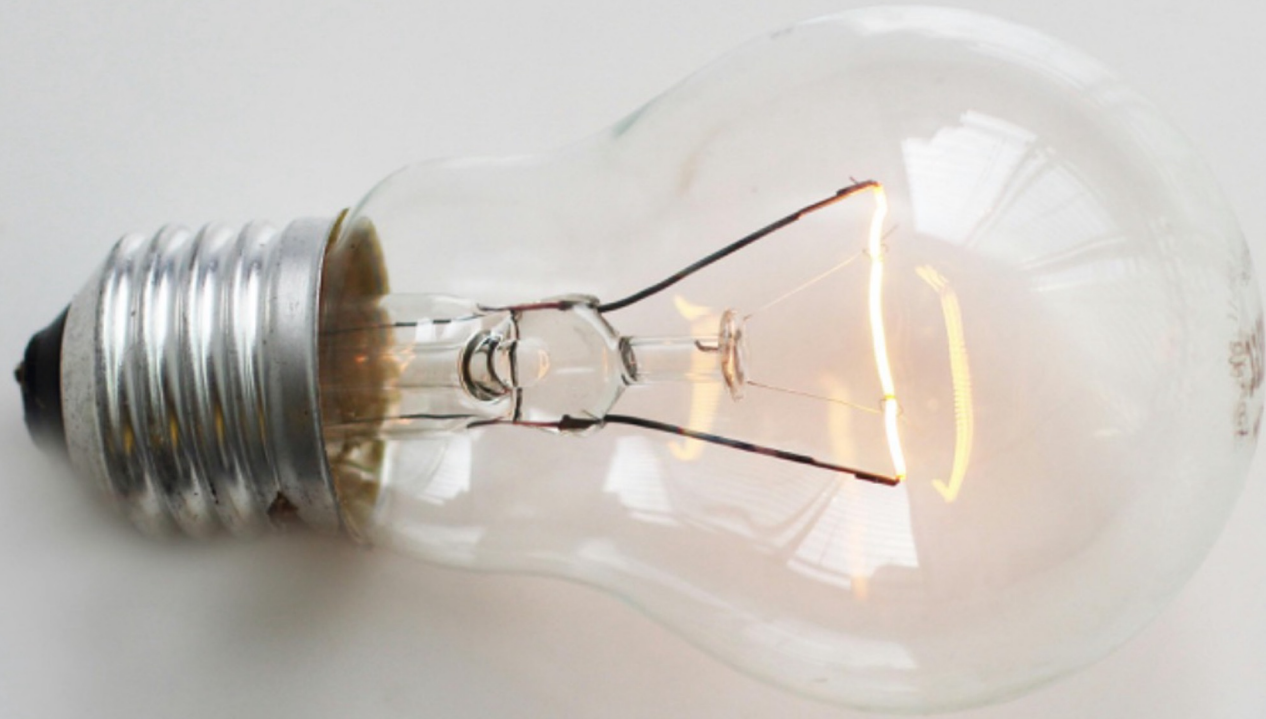
If I had an hour to solve a problem I'd spend 55 minutes thinking about the problem and 5 minutes thinking about solutions.

— Albert Einstein

---



**Ideate**



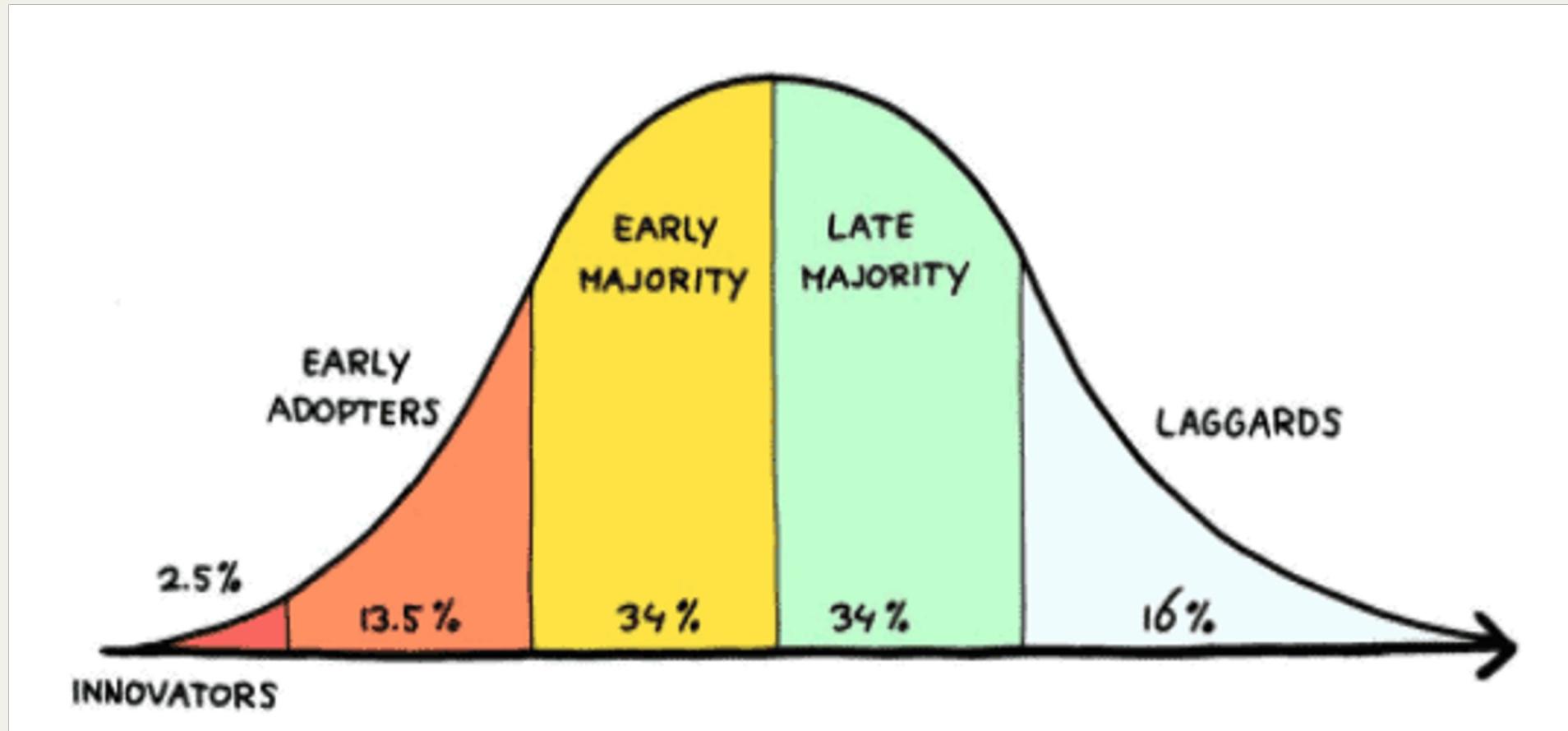


# Plant the seeds





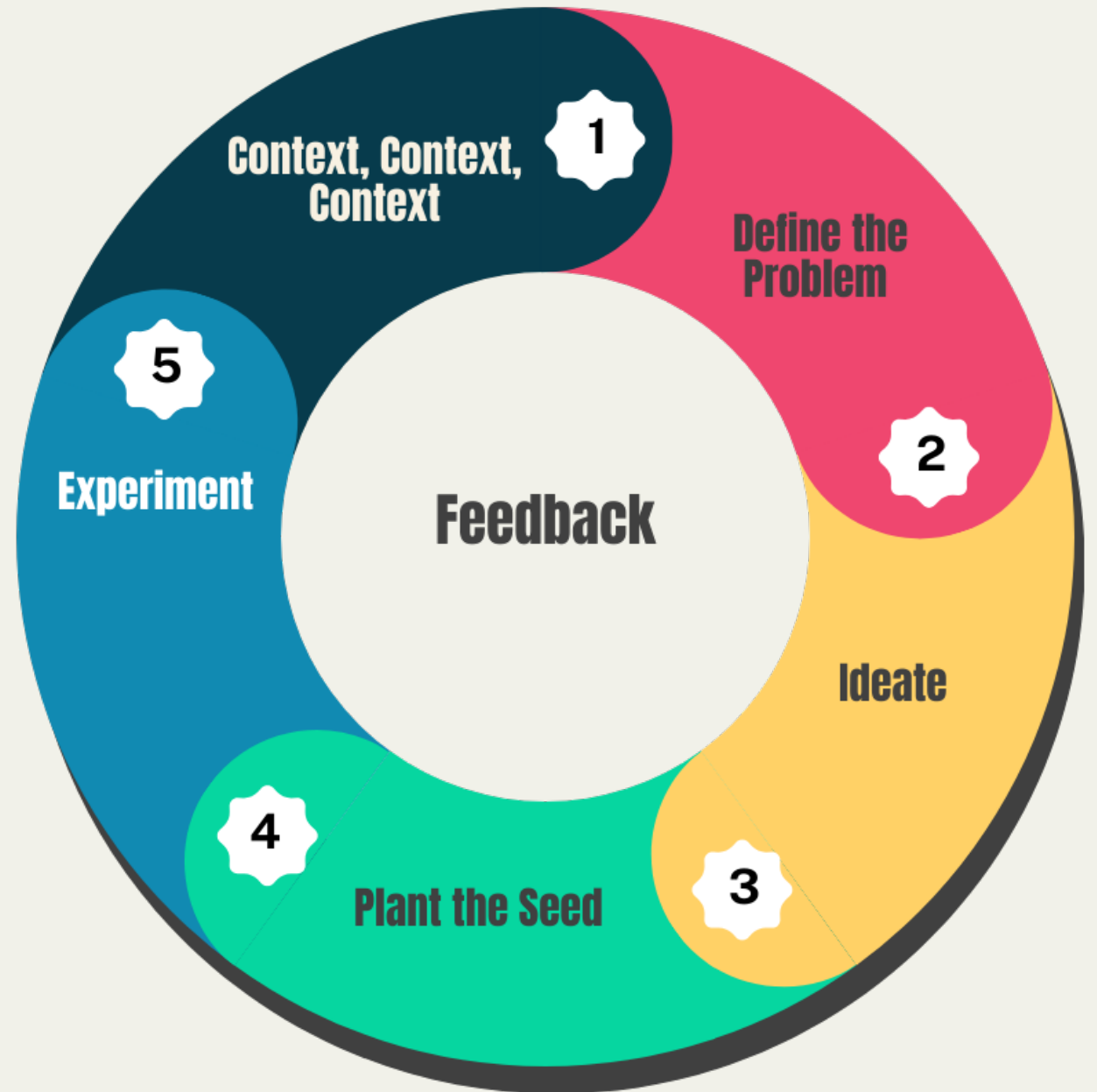
# Adopt & Experiment



**F E E D B A C K**



# Committed Problems



**The END....**

**Any questions?**

**Contact details:**

**X – r\_crax**

**Linkedin - russell-craxford**



# expo QA 24

MADRID  
May 28th,  
29th, 30th  
2024



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