

QA CAREER

By

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Agenda

- A Few Facts
- How to Find a QA Job?
- Your Resume – The Marketing Document
- Interview Coaching Tips
- QA Labour Trends

“The Bureau of Labour Statistics tells us today’s grads will face 10.3 job changes in their lifetimes. That doesn’t even take into account 5 career changes! Lifetime education and lifelong adaptability are paramount to survival.”

*Swim with the Sharks without being Eaten Alive by
Harvey B. Mackay*

How will you spend your 40+ years in the workforce?

Life expectancy hits 80.4 years

Statistics Canada, January 2008

Recession Comes to Canada

- 100,000 jobs will be lost in the first 3 months of 2009.
- Canada has entered our first recession in 17 years.
- Job losses will occur in auto sector, forestry, construction, tourism, financial services
- Unemployment is expected to rise from 6.2% to 7.2% by end of 2009

How to find a QA Job?

Career Networking

At least 60% of all jobs are found by
networking.

Career Networking

- Develop contacts – friends, family, neighbours, college alumni, people in associations (TASSQ). Contact everyone you know by phone or e-mail. (No spelling errors in e-mail).
- Assign yourself a daily quota of calls.
- At a party or holiday celebration casually mention that you are seeking employment.
- Volunteer to work at a registration table at a conference or business related function.
- Have professional business cards to hand out.
- Network at the gym, kid's hockey team, grocery store, garage, airplane

Career Networking

- LinkedIn
- Facebook
- MySpace
- Google yourself. If you are not on the internet, you do not exist.

LinkedIn

- 30 million registered users, Oct 2008
- Dec 2007, had 3.2 million visitors per month
- Spans 150 industries
- 130,000 recruiters
- Members from all 500 of the Fortune 500 companies
- LinkedIn has reached a point where it is almost unprofessional not to be on LinkedIn

LinkedIn Cont.

- Create a profile, this is your public on-line resume. List all companies, schools, associations
- Photo
- Keywords and skills so recruiters can find you
- Have 20+ connections
 - People with **20+ connections** are **34X** more likely to be approached with a job opportunity than people with less than 5.

LinkedIn Cont.

- Customize your public profile's URL to be your actual name
- Add your LinkedIn URL to your e-mail signature and **resume**
- Use your HOME e-mail account (not work e-mail)
- Example
 - www.linkedin.com/in/DarlaSomerville

LinkedIn Cont.

- Get recommendations, recommend others
- Search jobs on LinkedIn
- Helps you integrate into your new job, look at profiles of your employer and fellow employees

Facebook

- Choose your friends wisely
- Limit the photos you post
- Take a close look at your profile and decide what you want your prospective employers to see.
- Clean up your existing profile.
- Change your Facebook's privacy settings so that only certain people can view your profile.

Positive Attitude

- “Hang around positive, successful people – The best way to get success”.

Little Red Book of Selling by Jeffrey Gitomer

- “Force yourself to SMILE. Action seems to follow feeling. Happiness depends on inward thinking.”

How to Win Friends & Influence People by Dale Carnegie

Language Skills

- Strive to perfect your English verbal and written communication
- French
- Spanish
- Hindi
- Cantonese

Language Skills Continued

- Drama Classes – Push your comfort zone, pay attention to your voice especially if you spend time on the phone. *Second City*
- Join Toastmasters – Improves your public speaking skills, essential in the boardroom
- “If you only choose to believe ONE THING: Believe that **writing** will take you from where you are to any place you want to go.” *The Little Red Book of Selling by Jeffrey Gitomer*

QA Certifications

- CSTE – Certified Software Test Engineer
- CSQA – Certified Software Quality Analyst
- CTFL – Certified Tester, Foundation Level
- CQIA – Quality Improvement Associate Certification
- CTM – Certified Test Manager
- CSTP – Certified Software Test Professional
- PMP – Project Management Professional (for QA Managers)
- HP Certifications on QC and Mercury Suite
- IBM Courses on Rational Suite RUP (BA/QA)

Stay Current

- Read the business section of the news every day
- Read the first page of the newspaper
- Continue learning

SME

- Become a SME (subject matter expert)
- If you read 1 hour a day for 2 years in your field you will become an expert in your field.

Your Competition

- Offshoring, Onshoring
 - Reduction in labour cost
 - Motivated, well educated, skilled resources
 - Speak good English
 - Level 1 testing, maintenance testing
 - Extension to existing Canadian QA team

Target QA Industries

- Financial
- Insurance
- Gaming
- Oil, Gas, Energy
- Health Care
- Telecom
- Supply Chain, Manufacturing
- Government

Push Method

- Target the company you wish to work for
- Financial Post's 10 Best Companies to work for (Oct 22, 2008)
 - Adobe Systems Canada Inc.
 - KPMG LLP
 - RIM
 - Suncor Energy Inc.
 - Upside Software Inc.
 - Yellow Pages Group

Push Method Continued

- Canada's Top 100 Employers 2009 in Macleans published October 2008

Job Boards

- Monster.ca
- Workopolis.com
- Eluta.ca
- Dice.com
- Craigslist.com
- Linkedin.com
- TASSQ.org – QA Job Board coming Jan 2009

Job Boards Continued

- Refresh your profile every 3 days
- Use all capital letters for your name
- Salary – Recruiters like salary/contract rate listed
- Be open for contract or permanent

Put your Network to Use

- Have 3 solid professional references that potential employers can call.

6 Reasons Why People Change Jobs

- Manager
- Career
- Technology
- Company
- Location
- Money

Your Resume

The Marketing Document

IT Resume Writing

- Its purpose is to obtain an interview
- A hiring manager spends on average 15 seconds to review each resume
- The first page is the most important
- Must be professional, complete, informative and correct

Ideal Length of Resume?

2-3 Pages

Format

- Use bullets
- Show significant accomplishments
- Demonstrate how you used your significant technologies and processes
- Provide metrics (length of project, size of project team, project budget)

Language

- Use active verbs
- Never use “Responsible for ...” too passive
- Use present tense in current position
- Use past tense for previous work experience

Winning Action Verbs

Achieved, analyzed, architected, championed, coached, completed, defined, delivered, designed, developed, documented, engineered, formulated, implemented, improved, initiated, integrated, maintained, managed, motivated, negotiated, nominated, organized, performed, piloted, prepared, presented, programmed, published, reengineered, reported, researched, scheduled, tested, tracked, verified

Spelling and Grammar

- Resumes should not contain any spelling or grammatical errors
- Consistency (*WinRunner* or *Winrunner*) state same throughout

Resume Structure

- No time gaps, raises questions
- Include month/year for work experience start and end dates (red flag for job hoppers)
- Do not include hobbies, interests and references
- Show if work is contract, assumption is permanent

First Page of Resume

- Objective
- Summary
- Education
- Papers/Patents Published
- Certifications and Courses
- Technology Skills
 - tools, software, databases, operating systems, platforms, languages
- Professional Experience
 - Most recent position, reverse chronological order

Objective

Tailor the profile to the hiring manager's needs.

OBJECTIVE:

Seeking a position as a Senior Quality Assurance Analyst specializing in Test Automation.

Summary Example

- 11+ years of diversified experience in the field of Software Quality Assurance and Testing as a **Senior QA Analyst and QA Lead**.
- Performed testing on web applications, client-server, network, GPS, multimedia, database, educational and related projects on Windows, Mainframes, VB Scripting and UNIX operating systems.
- **Mentored, Coordinated and Lead** in creation and execution of QA testing processes, test strategies, test plans, defect documentation and regression activities in the following business domains: Insurance, Banking & Credit Card, Energy, Brokerage, Mortgage, Portfolio Management, Wealth Management (Investments), Telecom (GPS)

Education

- Chronological Order
- List Year
- University Name, Location
- Degree or Diploma (Major in ...)
- Repeat above for additional degrees, masters, doctorate

Education Example

- **EDUCATION:**
- 2006 Syracuse University - *Masters' of Science – Telecommunications and Network Management, Syracuse , NY*
- 2006 IFL Institute for Learning – *Project Management for Quality Assurance Leads, Toronto, ON*
- 2006 IFL Institute for Learning – *CMMI – Capability Maturity Model – Level 3, Toronto, ON*
- 2006 IFL Institute for Learning – *Web Application Test Software Strategies, Toronto, ON*
- 2003 Quality Assurance Institute- *Awarded CSQA Certification, Orlando, FL*
- 2003 Ryerson University – *Canadian Telecommunications Market Seminar Toronto, ON*
- 2002 IFL Institute for Learning – *Systems Integration Testing, Toronto, ON*
- 1997 York University – *Bachelor of Arts (Honours), Toronto, ON*

Certifications / Courses

- Add logo of certification(s) in header of resume
- Year
- Name of Certification/Course (Only recent and relevant)

Technology Skills

- Order the technology skills to suit the position (most relevant at the beginning sections)
- Any important skills for the job must be in the Technical Skills summary AND demonstrated in the body of work experience

Technology Skills Example

■ TECHNOLOGY SKILLS:

- **Languages:** C, C++, VC++, SQL, PL/SQL, PERL and Java
- **Test Tools:** WinRunner6.0/7.6, Quick Test Professional 8.2, LoadRunner6.0/6.5, Rational Robot, Rational Test Manager, Silk Tester, Test Partner, QARun.
- **Bug Reporting:** TestDirector 7i/7.02, Quality Center 8.0/9.2, PVCS Tracker and Track Record, ClearQuest.
- **OS:** Mainframe (TSO, SPUFI, IMS, SPF, MVS, File-Aid, Rumba, CICS) HP Unix/Sun Solaris, AS/400, Windows 95/98/NT
- **Web Technologies:** Servlet, EJB, ASP, COM, DCOM, JDBC, RMI, MQ Series
- **Web Language:** HTML, DHTML and XML
- **Front Ends:** Visual Basic6.0/5.0, PowerBuilder 8.0, and Developer2000
- **RDBMS:** Oracle 7/8, SQL Server7.0, DB2, MS Access 97
- **Scripting:** Languages: TSL, VBScript, java script
- **Application servers:** Web Logic, Web Sphere, IIS, and JWS
- **Network:** TELNET, FTP, HTTP, TCP/IP
- **Others:** SIEBEL, FASAT, NAVIPLAN, VANTAGE, GPS/GIS, MS Word, MS Excel, MS Power point, MS Front-page, MS Outlook, Lotus Notes/Domino, Norton Ghost and ClearCase.

Professional Experience

- Month Year to Month Year (Shows tenure)
- Name of Company (Managers looking for credible companies)
- City, Province or Country
- Job Title

Professional Experience Cont.

- Do not cut and paste same description for jobs
- Give a general description of your function for this company, involved in what industry, and environment.

Professional Experience Cont.

- **Environment:** Java, J2EE, Oracle 9i, Mainframes (File-Aid, CICS, SPUFI, VANTAGE, TSO), SIEBEL, FASAT, NAVIPLAN, Quality Center 9.2, TOAD, MessageNet.

Professional Experience Cont.

- Accomplishments (listed in bullets)
- What was the problem/project?
- What did YOU do?
- With whom did you do it (team, clients, vendors)?
- What was the result or measurable change (metrics)?

Professional Experience Cont.

- Concentrate your stories on last 5 years of your work experience.
- Only if your older experience uses the technologies or relates to the position do you want to go into depth on work details.

Interview Coaching Tips

Types of Interviews

- Telephone interview
- One-on-One interview
- Panel interview
- Executive interview
- Behavioural focused interview

Prepare for Interview

- An interview is a sales call, SELL yourself.
- Google the company and interviewer(s)
- Employers like to hear, “I would like to work here”. A little flattery goes a long way.
- Obtain job description, salary/contract rate
- Determine how your skills and experience match the employers needs. This technique creates the demand to hire you.
- Know your resume

Name

- “Remember that a person’s name is to that person the sweetest and most important sound in any language”. *How to Win Friends & Influence People by Dale Carnegie*
- In any interview, always address the person using their name.

Telephone Interview

- If at all possible *AVOID* telephone interviews
- Face to Face interviews are more effective

Telephone Interview

- SMILE – place mirror in front of you to ensure that you smile
- Ensure that your dog and children are quiet
- Do not look out the window and become distracted
- STAND UP, you are smarter on your feet
- Interview could be brief but be prepared for full discussion

One-on-One Interview

- “Most people make decisions emotionally and defend them logically”
- Firm handshake, notice colour of eyes. This is a good test if whether or not you have paid attention during the introduction
- Women – hair
- Men – shoes
- Wear clean, pressed suit, shirt, tie (for men), good shoes
- If you look good, you will feel good (confident)
- Purse, briefcase, notebook – business conservative (no dogged eared papers, no props)
- Practice good dental hygiene
- Arrive 15 minutes before interview

Best Time for Interview?

11:00AM or morning

Panel Interview

- Look at all members on the panel when you speak

Executive Interview

- Google the Hiring Manager's name, company
- Current events - Read Business Section of Newspaper, Front page and 1st page of Sports
- Think strategic
- Prepare a question to ask at the end
- Interview could be 15 minutes

Behavioural Focused Interview

- Conducted predominantly for permanent hires.
- Tests behaviours or competencies such as
 - Positive attitude
 - Conflict resolution
 - Analytical thinking
 - Teamwork
 - Creativity
 - Continuous improvement

STAR

- Tell me about a time when ...
- Answer questions in STAR format
 - **S** – Situation (Describe situation or problem to be solved)
 - **T** – Time or Task (What was the timing of the situation? What task did you have to perform?)
 - **A** – Action (What actions did YOU perform to achieve the result?)
 - **R** – Result (What was the final result of the situation?)

BFI Example

- Competency – Testing Conflict Resolution
- Question – Tell me about a recent success you had with a very difficult employee
- Your answer should demonstrate
 - Keep conflict resolution professional and not personal
 - Manages conflict in ways that preserve good relations

What's Your Goal?

“Would you tell me, please, which way I ought to go from here?” “That depends a good deal on where you want to get to,” said the Cat.

“I don't much care where-” said Alice.

“Then it doesn't matter which way you go,” said the Cat.

Alice's Adventures in Wonderland by Lewis Carroll

Top 15 Interview Questions

1. Describe your ideal job and or manager.
2. Why are you looking to leave?
 - 30 seconds. Have a good story prepared for why you left or why you want to leave.
3. What unique experience or qualifications separate you from other candidates?
4. Tell me about yourself.
 - 7-10 minutes. Start from University onward. Read your resume as preparation, know your facts. Highlight accomplishments.
5. What are your strengths and weaknesses?
 - Prepare 3-4 strengths, 1 weakness, positive spin
6. Describe some of your most important career accomplishments.

Top 15 Interview Questions Cont.

7. What are your short-term and long-term goals?
 - Be prepared to talk the short term and longer term. Ensure that your future career objectives are in-line with the position.
8. Tell me about a time when you were faced with a challenging situation and how you handled it.
9. Why are you interested in this position? Our company?
10. What would your former boss/colleagues say about you?
11. What are the best and worst aspects of your previous job?
12. What do you know about our company?
13. What motivates you? How do you motivate others?
14. Are you willing to relocate?

#15 – The Money Question

15. What are your salary requirements?

I am prepared to accept any reasonable offer from your company.

Body Language

- Lean forward, shows interest
- 55% body language
- 38% tone of your voice
- 7% what you say
- Establish good chemistry with interviewer

End of Interview

- Always ask a question. Shows that candidate is interested
- Candidate should ask what are the next steps.
- SILENCE – Very powerful tool
- Immediately after interview, spend 15 minutes write notes

Thank You Note

- Candidate should write a thank you e-mail within 1 day of interview.
- The top 10% of candidates separate themselves from the 90% below them by sending a thank you note (via e-mail).

The Best Damn Sales Book Ever by Warren Greshes

- Demonstrates good follow-up skills, English written communication skills, listening skills

QA Trends

QA Trends - Salaries

- From Whole Root Economic Research, USA
- 12,248 US QA job postings from Oct 2005 to Sept 2008
- QA with 2 years experience \$60,626 USD
- QA with 5 years experience \$78,306 USD
- QA with 10 years experience \$93,766 USD (top \$128K)

QA Trends – Desired Skills

- 27% of adds wanted QA Manager, Project Leader, Supervisor, Team Lead, Technical Lead
- 14% required graduate degree (Masters CE, CS, EE, IT, IS or Phd)
- 24% of adds for Finance industry (Asset Mgmt, Banking, Brokerage, Commodity Trading, Derivative Trading, Equity Trading, **Insurance**, Investment, Securities Trading, Stock Market)

QA Trends – Desired Skills

- 35% required Mercury Software
- 28% required Sun Microsystems Java (EJB, Java, J2EE, J2ME, JavaApplet, JDBC, JMS, JSP, Java Swing, Sun Certified Java Programmer
- 17% required C++
- 16% required RUP or UML
- 9% required Rational Software (ClearCase, Rational Robot, Rational SQA Suite, Team Test, Rational Test, Rational Test Studio

Baby Boomers

- Baby Boomers were born between 1946-1964
- Average age of retirement is 62 (*Toronto Star Oct 1, 2008*)
- In 2007, 5.7M out of 7.2M baby boomers were actively employed
- *Due to the recession, I suspect that more baby boomers will remain working longer as their savings have diminished.*

Canadian Labour Market Outlook

- Baby boomers started to retire in 2005, will peak in 2011 and slow down in 2020
- 2011 – 2.01M people will be aged 60-64
- 2016 – 2.25M people will be aged 60-64
- 2021 – 2.52M people will be aged 60-64

Conclusion

“Success follows doing what you want to do.
There is no other way to be successful.”

Malcolm Forbes

