

A Testers Hierarchy of Needs

From 'just a job' to self-actualization...

Who am I? Stephen Janaway



- 12 years experience in software testing.
- Software testing, team leading, test management.
- Fascinated by mobile devices and the web.
- Have worked for companies such as Ericsson, Motorola and Nokia.
- Test Manager @ the Net-a-Porter Group.



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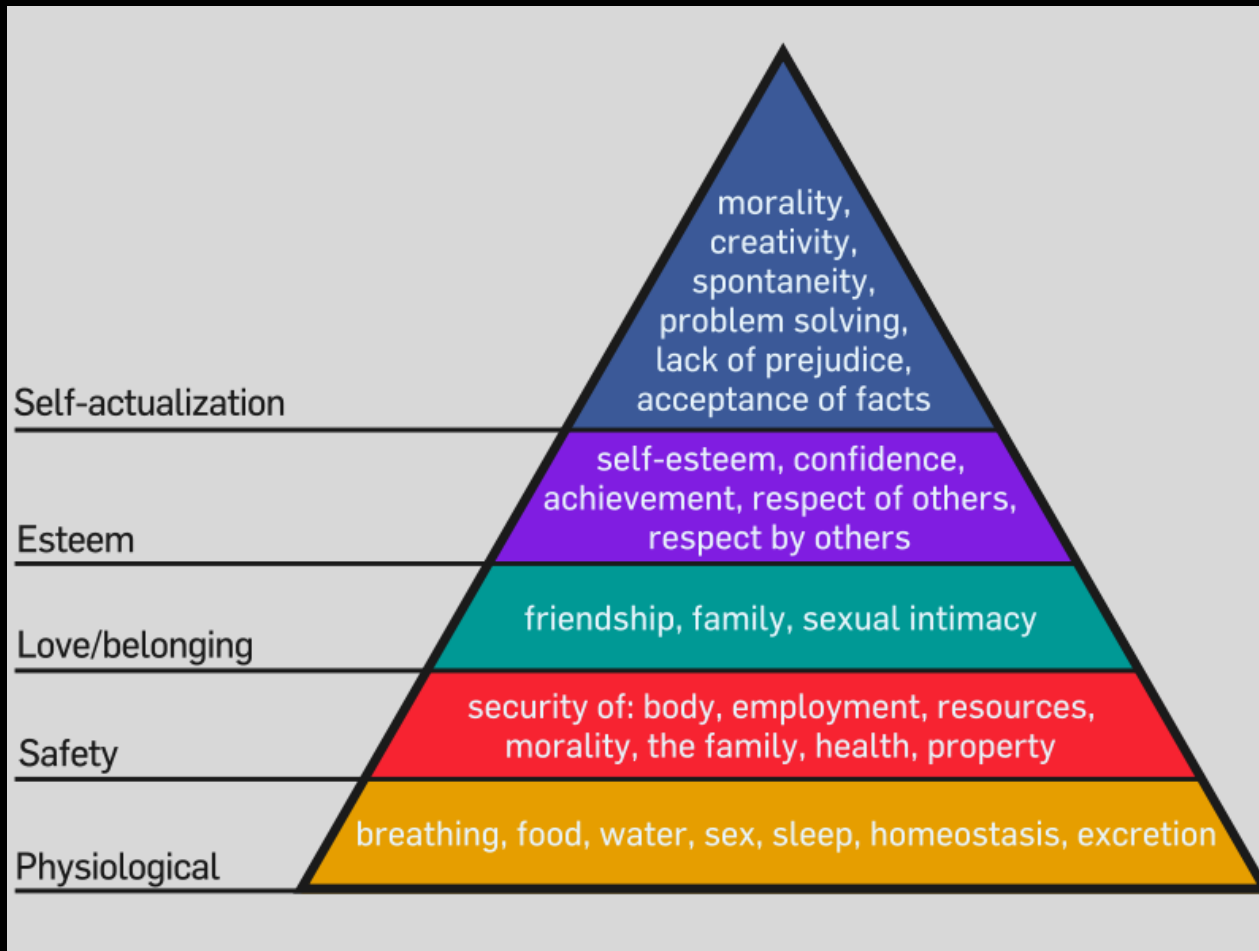
Abraham Harold Maslow



The needs of humans, in their
most basic form

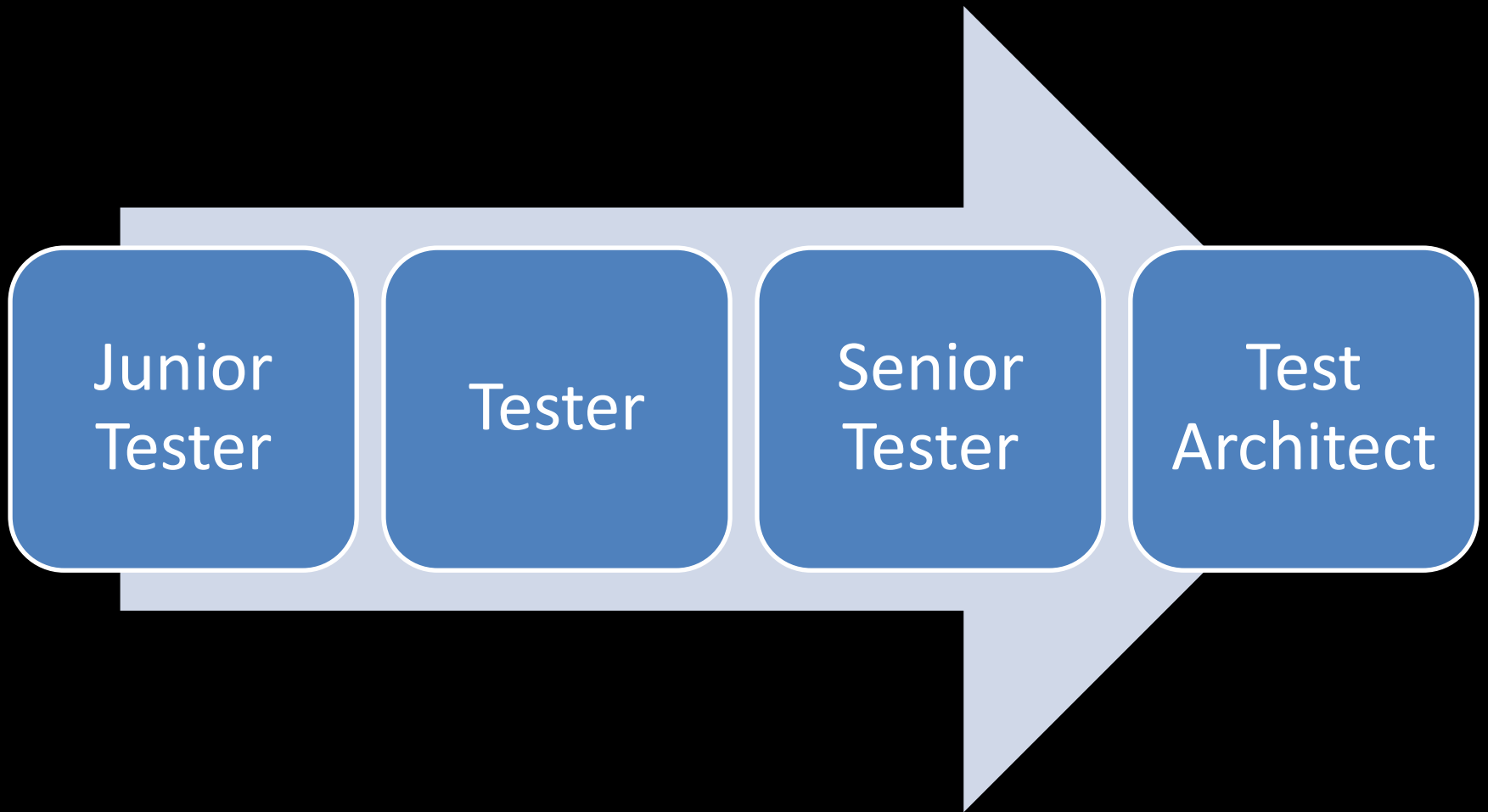
Humanistic theories of self-actualization

Qualities of self-actualizing people

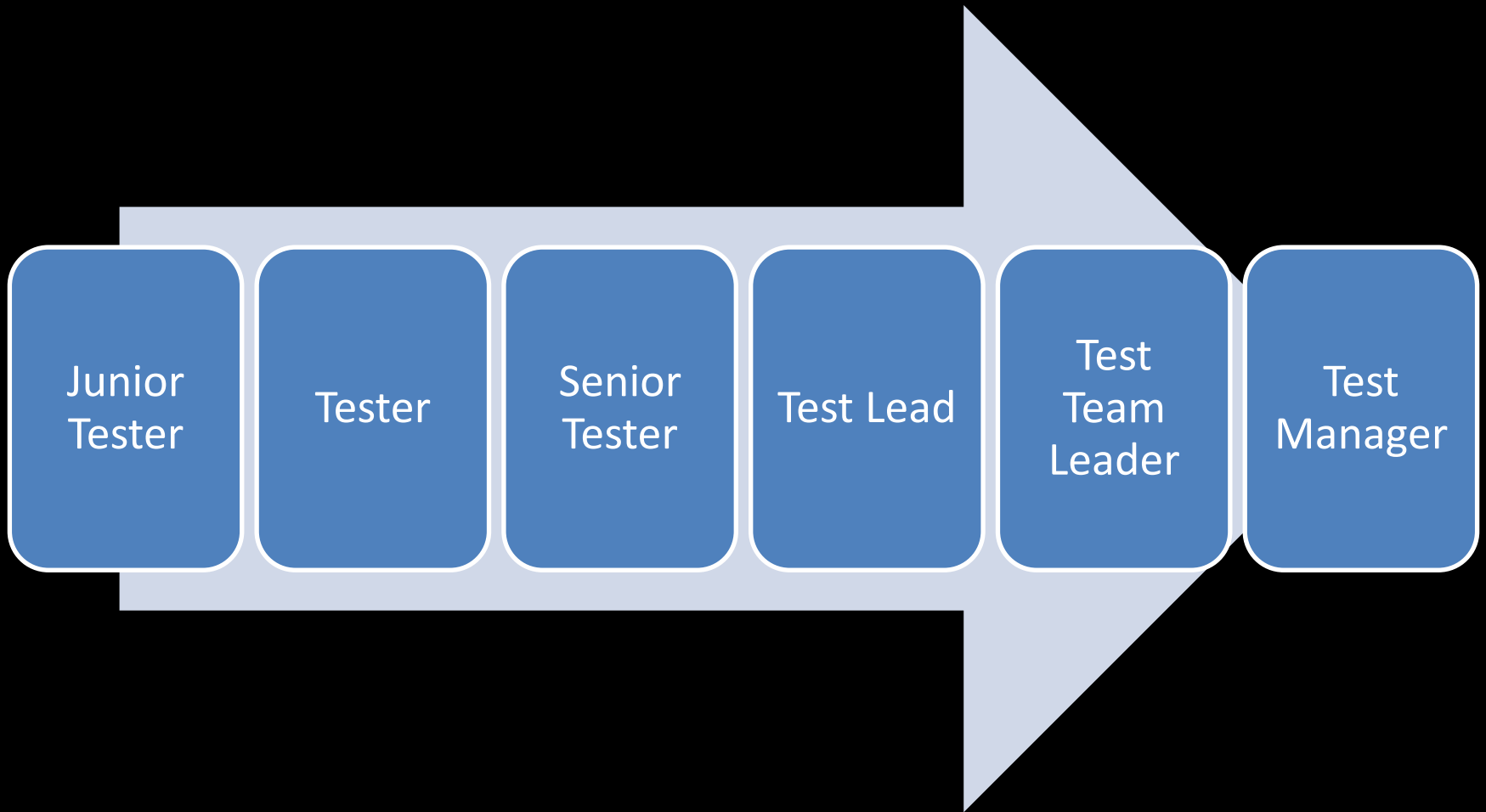


Meta-motivation

Consider a Typical Career Path



And Another



But what if we forgot about
roles and job descriptions?

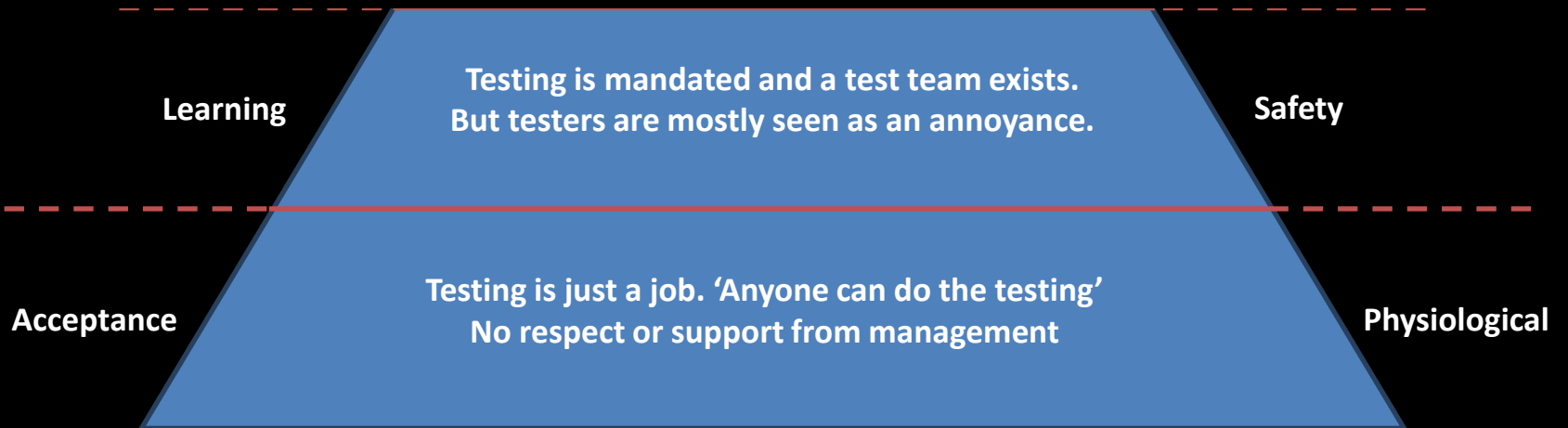
Building Blocks

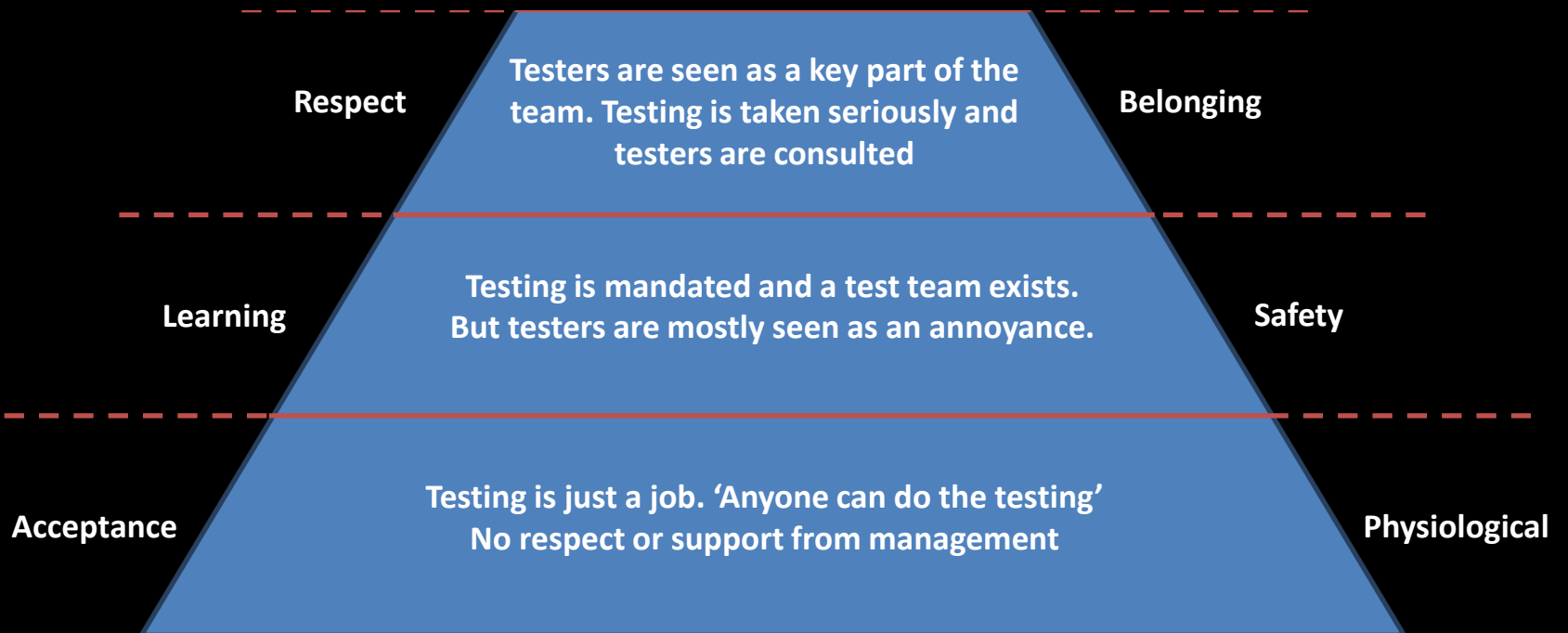


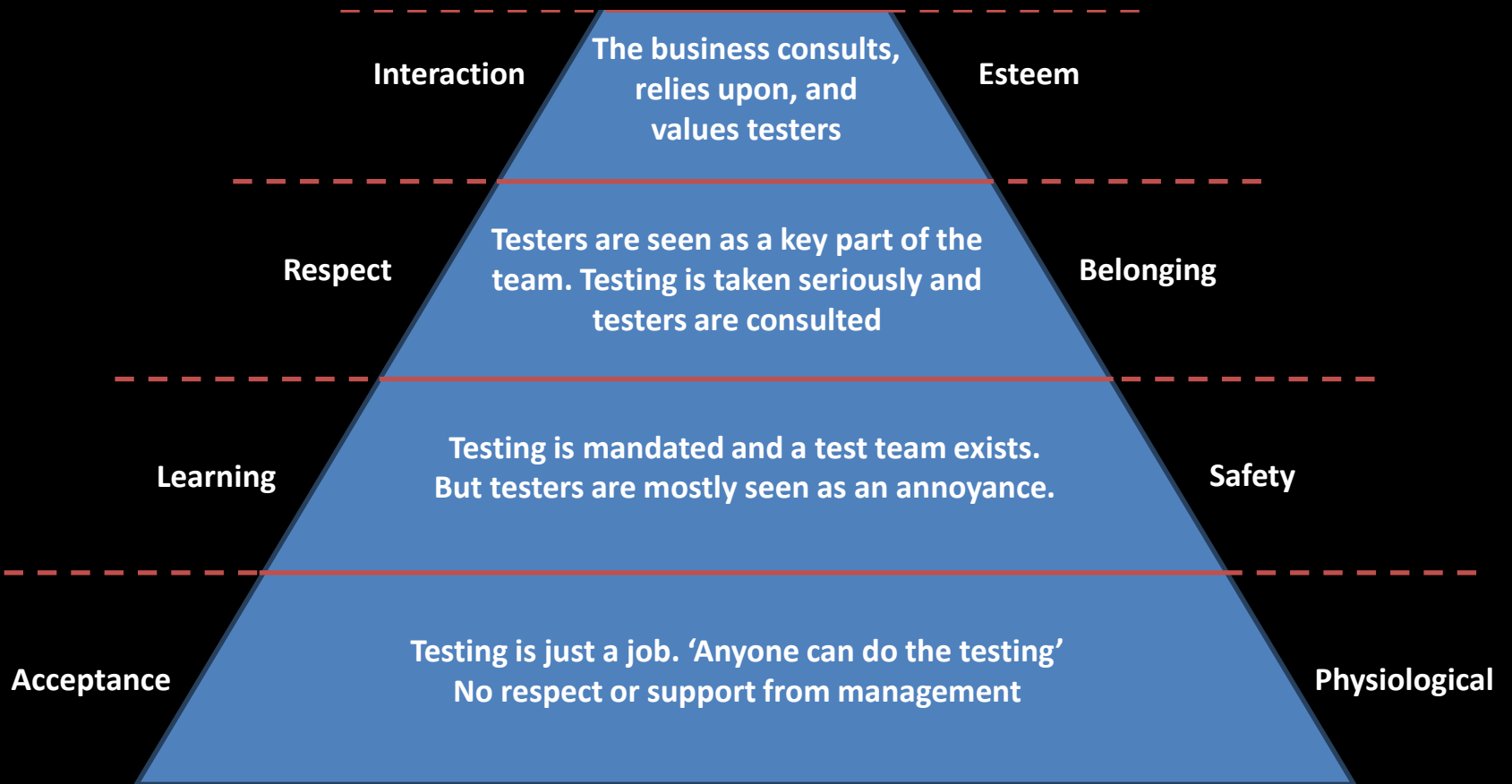
Acceptance

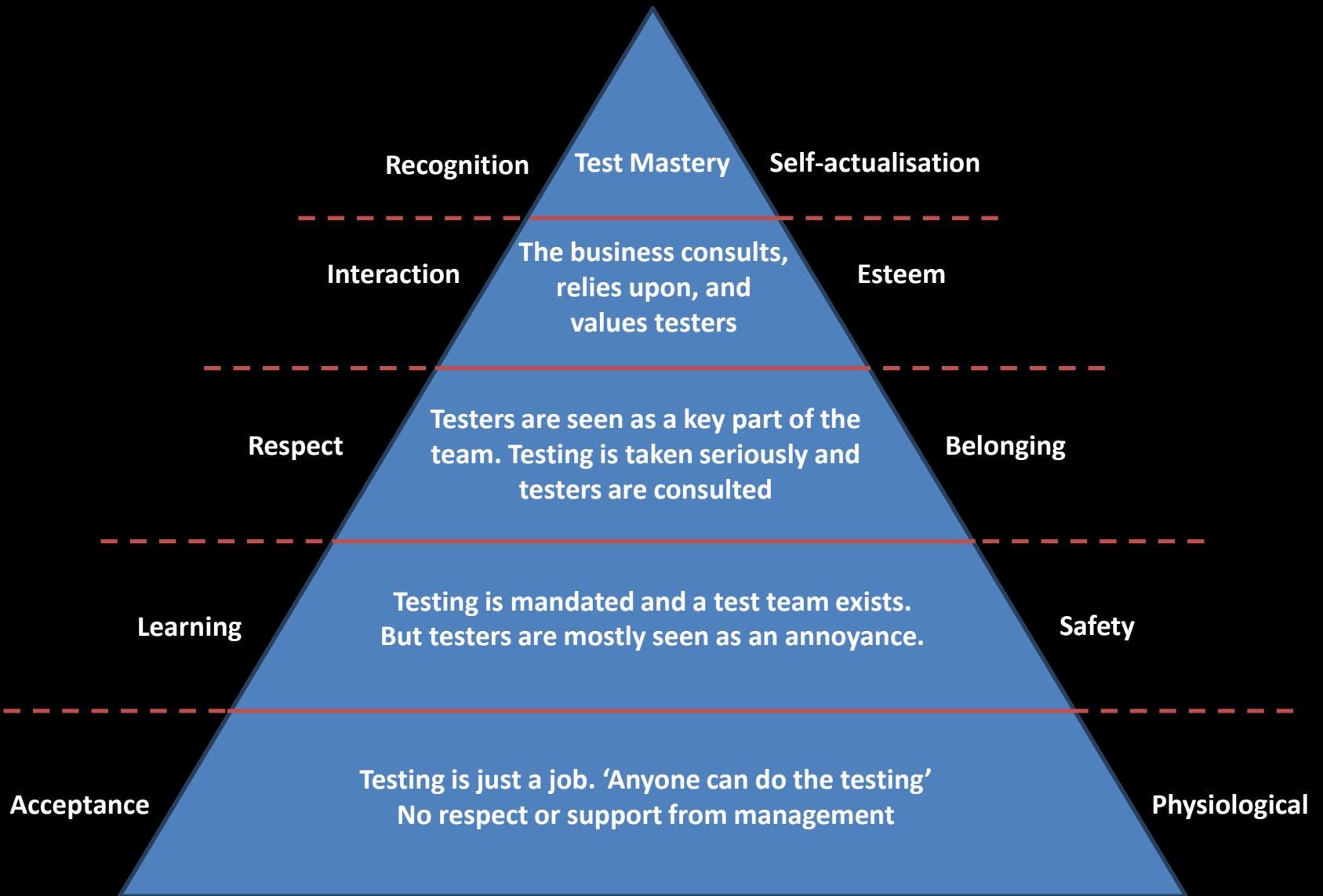
**Testing is just a job. 'Anyone can do the testing'
No respect or support from management**

Physiological





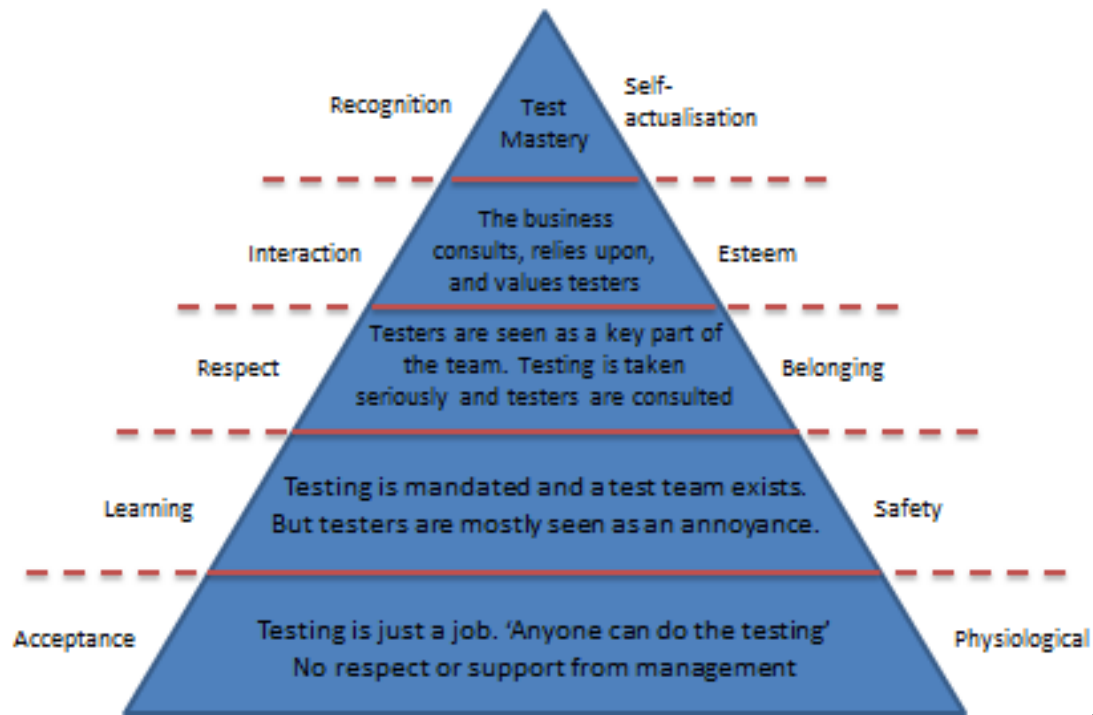




"What a man can be, he must be."

What affects your movement
between levels?

Where are you?



acceptance no respect or support from management physiological

Questions?

Stephen Janaway

Test Manager

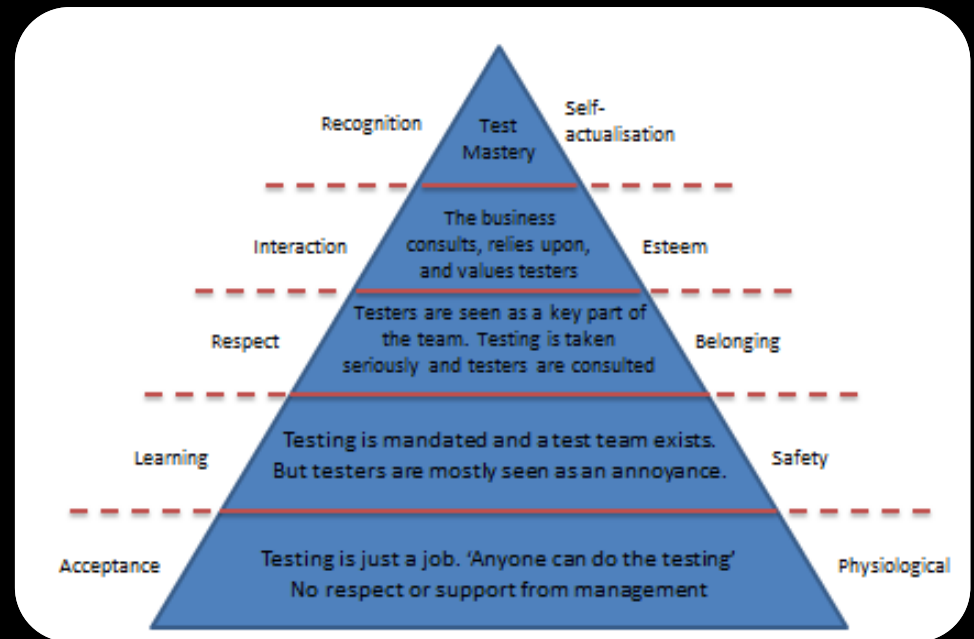
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