

TASSQ Presentation

By

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Agenda

- The Art of Writing an Effective Resume
- Interview Coaching Tips
- Current QA Market
- Future Trends for QA

Network Exercise

Quote

IT Resume Writing

- The resume is your marketing document
- 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
- Ask for cover letters, good resume filter
- WHY?

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

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

Profile

Up to 3 Sentences

QA Lead with 10 years of experience in the financial and insurance sectors with specialties in Client Link, Credit Card and Ingenium projects.

Tailor the profile to the hiring manager's needs.

Education

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

Certifications / Courses

- Year
- Name of Certification (Only recent and relevant)

- Year
- Name of Courses (Only recent and relevant)

Technical Skills

- Order the technical 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

Professional Experience

- Month Year to Month Year (Shows tenure)
- Name of Company (Managers looking for credible companies)
- City, Province or Country
- Job Title – Can be creative to suit position
 - Ie “Operations Planner” is really “Project Manager”

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, on what platforms. (Use sentences)

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.

Sample Resume

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.
- Research 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

Telephone Interview

- If at all possible *AVOID* telephone interviews
- *WHY?*
- 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

- QUOTE
- Practice a firm handshake, notice colour of eyes
- Women – hair
- Men – shoes
- Wear clean, pressed suit, good shoes
- If you look good, you will feel good (confident)
- Purse, briefcase, notebook – business conservative (no dogged eared papers)
- 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

- Research the executive'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
- Examples

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

Top 15 Interview Questions

1. Describe your ideal job and or manager.
2. Why are you looking to leave?
 - Six reasons for change (boss, company, career, technology, location, money)
 - 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.

QUOTE
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?

Top 15 Interview Questions Cont.

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.

Example

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
- Candidate should write a thank you e-mail within 1 day of interview. QUOTE

QA Trends

QA Trends – Canadian Financial Sector

- Received input from 2 of the top 5 banks, 1 Investment company, 2 payment transaction companies, 1 software consulting firm, internet research. Interviewed with QA Leads, QA Managers, Senior QA Managers and EVP.
- Organizations had QA resources ranging from 6 to 500 employees.

Trends – Education

- Computer Science Graduates
- Electrical Engineer Graduates
- Engineering degree – have good analytical skills
- College 3 year diploma
- Co-op students of Computer Science and Engineering preferred
- Strong banking business background
- Being a Teaching Assistant for a programming course, good resume filter

Trends - Certifications

- Half of the QA staff of one company has their CSTE certification, the remaining half is pursuing their certification
- Another company offers courses, written exams and certifications to their QA resources to promote a career path i.e. QA Tester, QA Lead, QA Manager and so on
- CSTE and CSQA are globally recognized certifications
- Future – CSC

QA Trends - Skills

- QA skills - test cases, test strategies, manual test, QTP
- UNIX
- OSS
- SQL, ability to write SQL scripts, tables (triggers not required)
- Be proficient in an automation tool
- IT QA - Developer background, programming abilities
- Business QA – Banking business background with banking customer-facing, help desk experience, understand business driver
- BA skills, Rational Product (RUP)
- Project Management skills (junior PM)
- SDLC

QA Interviews - Permanent

- One company hires only junior to intermediate QA full-time resources.
- 3 interviews: technical, executive, written
- Written test:
 - UNIX
 - SQL
 - Test Case
 - Defect Report

QA Trends - Languages

- English – very good verbal and written communication
 - 59.3% Canadians speak English
- French – an asset, not a requirement
 - 23.2% Canadians speak French
- Bilingual Spanish speaking resources in IT

QA Trends - Behaviors

- Professional
- Creative
- Willing to learn, technology is ever changing
- Attention to detail
- Must interact well with clients (the business)
- Ability to adapt to change

Trends - Engaging QA

- QA is involved at the concept/proposal stage (using rapid deployment waterfall approach)
- Involving QA at requirement phase has improved development cycle

Offshore QA

- Offshore QA resources are being used in some companies for
 - Level 1 testing
 - Scripting
 - Automation
- Reduces costs
- Offshore resources are motivated, well educated, good English
- Canadian market is hot, not enough Canadian QA resources, using offshore

QA Canadian Market - Current

- Robust
- Very hot market, not enough capacity seeking resources offshore especially level 1 testers
- Takes 1 month or less for job offers to finalize
- Extremely aggressive, some junior QA candidates are asking for \$60/hr
- 33% increase in QA contract rates in last 6 months

Canadian Labour Market - Facts

- Unemployment rate is projected to decline
 - 2005 – 6.8%
 - 2015 – 5.6%
- Jan 2006 Unemployment Rates
 - Ontario 6.5%
 - Alberta 3.5%
 - Quebec 8.4%
 - BC 5.1%

Canadian Labour Market – Cont.

- Baby Boomers are retiring
- In 2007
 - 2.1M aged 56-60
 - 1.5M aged 61-65
 - 2.8M aged 46-50
- Potential 6.4M baby boomers retiring between 2007 and 2012

Canadian Labour Market

- 48% of women are having children at age 30 or older
- Lower birth rates
 - Year 2000 – 1.49
 - Year 2003 – 1.53

Canadian Labour Supply

- Approximately 550,000 school leavers in 2007
- Approximately 100,000 new immigrants in 2007

Canadian Labour Market Outlook

- 2008, 2009, 2010 and 2013 are the years in which employment growth is expected to exceed labour force growth
- The largest delta will be in 2009 (0.5% delta)

US Job Market for QA (AST Newsletter - June 2007)

- Last 2 years difficult to find good QA resources
- National shortfall of 30,000+ QA jobs
- In 2004, there were 60,000 CS, Eng graduates
- 70% decrease in university enrolment in CS and S/W engineering from 2001 to 2004
- 2007-2008 project 5% increase in enrolment in CS
- Universities do not focus on testing, recommend for QA resources to **enhance development skills** (C++, C#, Java) and OO language like Python

Appreciation for QA

- QA provides efficiency
- It is costly to fix defects while in production, perform QA upfront
- In some companies, QA resources are paid higher than developers
- QA is a more sophisticated resource. You have to be able to develop code in order to test code.