

## **Turn QA/Testing Push-Back into Proponents**

Do developers, managers, and even users often resist your Quality Assurance (QA) and Testing efforts? Do they consider QA/Testing an obstacle to making their deadlines? You're not alone, but that's mainly solace that doesn't really help your situation. Chances are you feel your problem is not effectively communicating QA/Testing's value.

Proactive Testing™ can help by making your QA/Testing more effective in ways that others readily recognize and--more importantly—appreciate and want! Rather than perceiving QA/Testing as impeding project progress, they'll see that Proactive Testing™ helps them deliver software systems quicker and cheaper, as well as better.

Join prominent author, speaker, and advisor Robin Goldsmith in this eye-opening interactive two-day seminar workshop. Learn how this risk-based methodology applies a number of more powerful special methods, along with well-known traditional test techniques, in far more effective ways that enable identifying numerous ordinarily-overlooked critical test conditions—earlier when defects can be fixed more easily.