Coaching Flow: Moving Past Resistance

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Who are we?  
Why this talk?
People don’t embrace change because….

- They don’t think it’s broken
- They have knowledge of this practice which earns respect
- They don’t know how to do the new process
- They like working the current way
- They feel that it defines them within the company / society
- …
"It is difficult to get a man to understand something when his salary depends upon his not understanding it."

Upton Sinclair
People hold onto the status quo because…

- Status
- Control
- Perceived value
- Respect
- Self worth
- Employability
- Enjoyment
Instructions: Putting Baby to Bed

RIGHT

WRONG
THERE ARE PLENTY OF DIFFICULT OBSTACLES IN YOUR PATH. DON'T ALLOW YOURSELF TO BECOME ONE OF THEM.
HELP
WANTED...
...maybe...ok yes...no wait no...
“The map is not the territory.”
Alfred Korzybski
But, a map can really help.
WHAT WILL THEY LOSE

- Momentum, fear of deadline
- Manual tester may fear loss of status
- Dev status may become less visible / important
Time to talk about Power
WHAT WILL THEY LOSE
MOMENTUM, FEAR OF DEADLINE
MANUAL TESTER MAY FEAR LOSS OF STATUS
DEU STATUS MAY BECOME LESS IMPORTANT
AUTOMATE MORE FREQUENTLY

MORE TIME WITH
- TEAM
- P.O., I.P.M. TEAM.
- AUTOMATED TESTING GUILD

WHAT WILL THEY LOSE
- MOMENTUM, FEAR OF DEADLINE
- MANUAL TESTER MAY FEAR LOSS OF STATUS
- DEU STATUS MAY BECOME LESS VISIBLE/IMPORTANT
Reframing Relationships
MEAT people where they are.

Memory
Empathy
Attention
Trustworthiness
KEEP CALM AND PAY ATTENTION
TRUSTWORTHY
“Why did you listen to her?” I asked. “She had only a fraction of your experience.”

In the beginning, she didn’t, the nurse admitted. “The first day she came, I felt the workload on my head was increasing.” From the second time, however, the nurse began feeling better about the visits. She even began looking forward to them.

“Why?” I asked.

All the nurse could think to say was “She was nice.”

“She was nice?”

“She smiled a lot.”

“That was it?”

“It wasn’t like talking to someone who was trying to find mistakes,” she said. “It was like talking to a friend.”
LESS JUDGEMENT

more curiosity
Change the demand not the supply.

Who should you really be coaching?
Wrap up and questions...