



SEEDS AND TOOLS

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TranslateLeiria - April 2022

INTRODUCTION

“ Ideas are seeds and the biggest favour you can do a seed is to bury it. ”

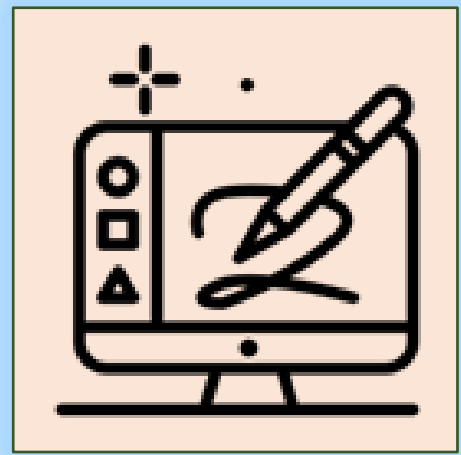
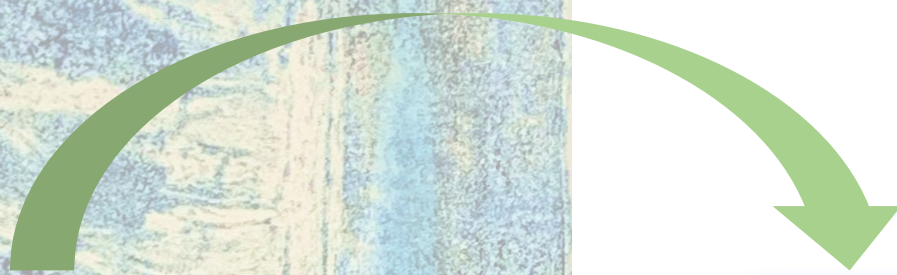
-Augusto Cury
Brazilian Author



IDEAS IN PRACTICE



Seeds



Tools

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[Iconic illustration created by Darius Dan - Flaticon](https://www.flaticon.com/br/icones-gratis/ilustracao "icon illustration")

All other images in this presentation come from the artwork of my sister, Jennifer Burgess, images that I have unashamedly doctored.

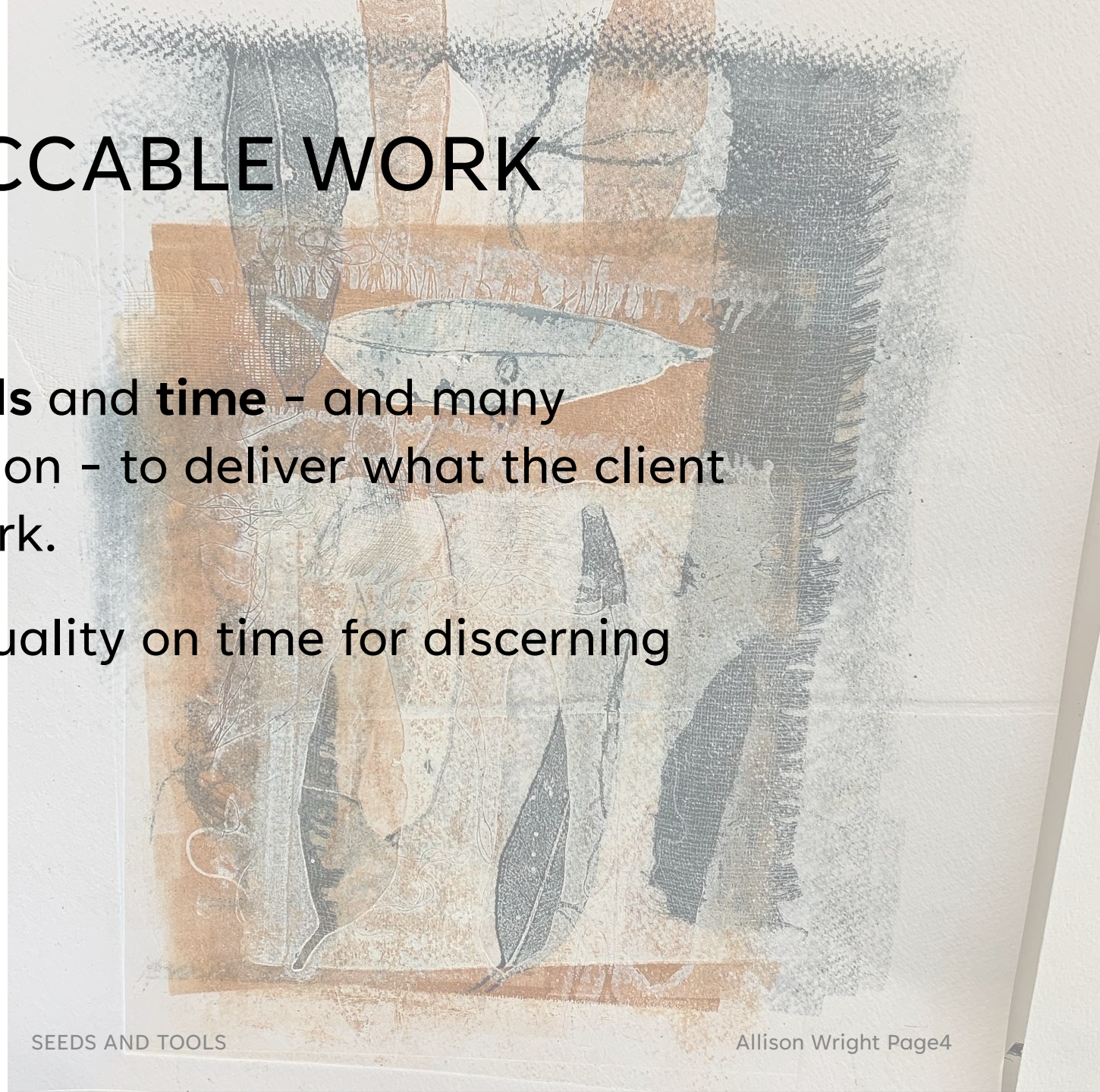


DELIVER IMPECCABLE WORK



SPECIALISE

- We need **knowledge, skills** and **time** - and many revisions of the final version - to deliver what the client considers impeccable work.
- Do work of exceptional quality on time for discerning clients.



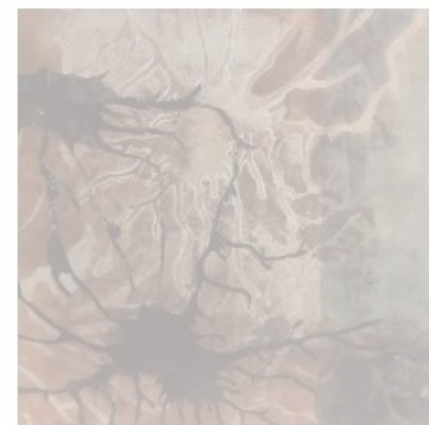
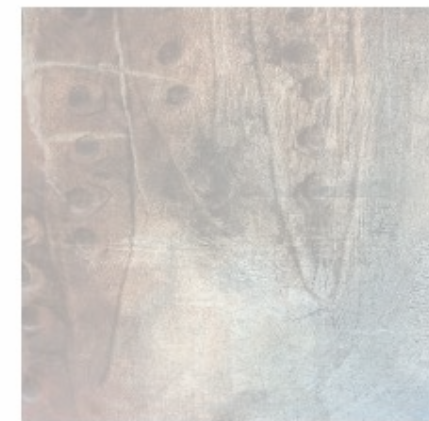


KNOWLEDGE

(NON-FORMAL TRAINING)




- Reading
- Listening
- Video
- Face-to-face/online interaction with clients
- Interaction with fellow translators

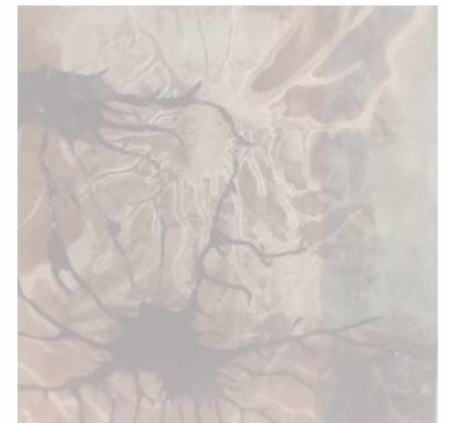
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SKILLS

-  Talent
-  Experience
-  Lifelong linguistic development

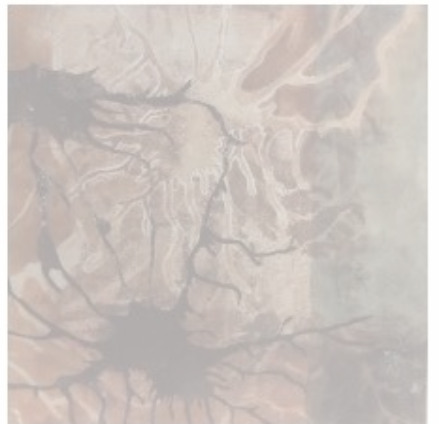


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TIME

- Schedule time to improve each job before delivery.
- Always negotiate with the client to have a sufficient deadline in order to deliver quality work.
- Leave space in your regular schedule to deal with urgent requests



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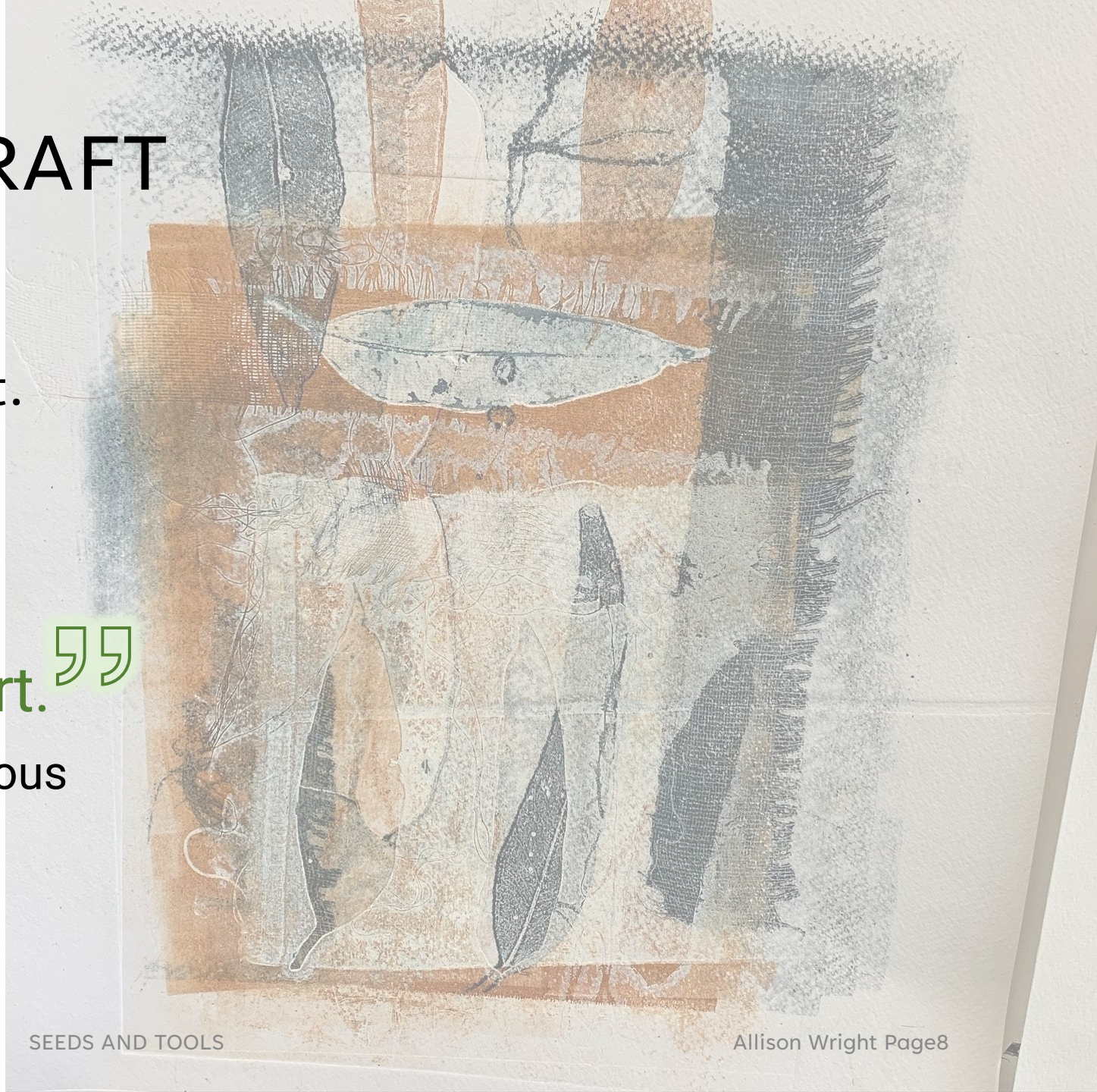


HONE YOUR CRAFT

■ Keeping honing your craft.





“ Like any science,
translation is a difficult art. ”

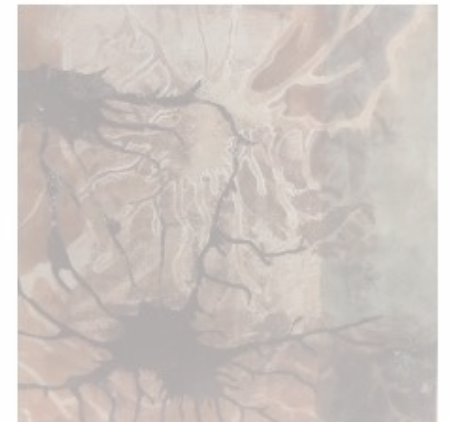
- Anonymous





COLLABORATION BETWEEN COLLEAGUES

-  Mentoring
-  Review
-  Collaborative review
-  Grammar checking tools



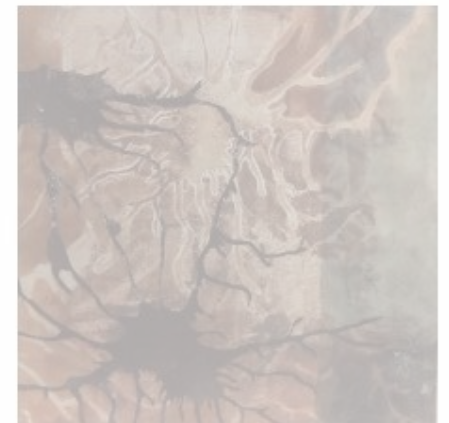
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TERMINOLOGY WORK

- Continued in-depth study of the terminology in your chosen field:
 - LiveDocs from memoQ
 - Online glossaries
 - Blogs and newsletters (multiple languages)
 - SketchEngine
 - Jstor, Scribd, Academica.edu

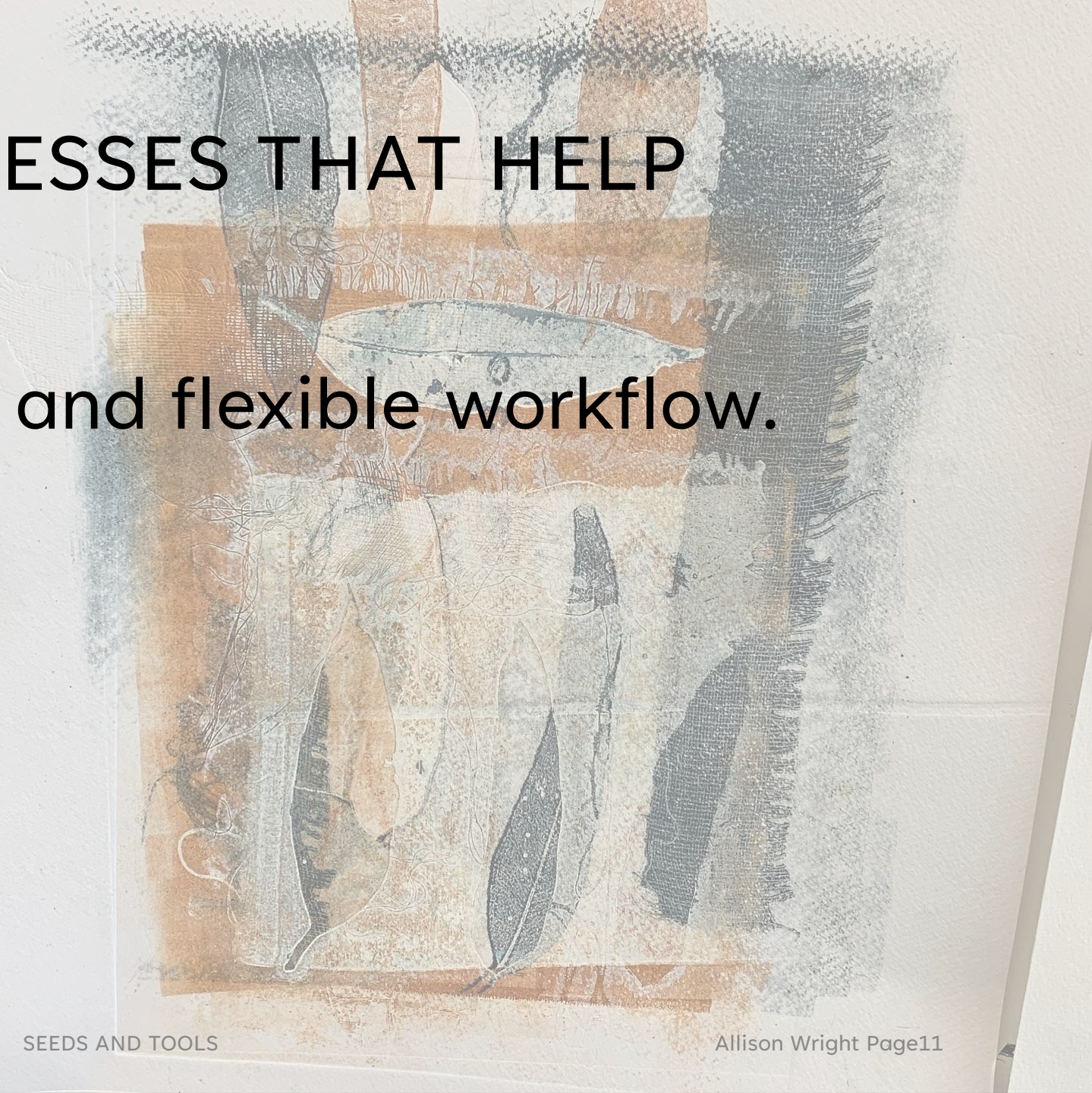
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IDENTIFY PROCESSES THAT HELP


■ Establish a stable and flexible workflow.




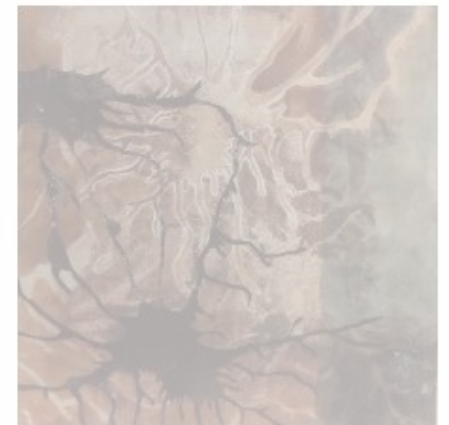
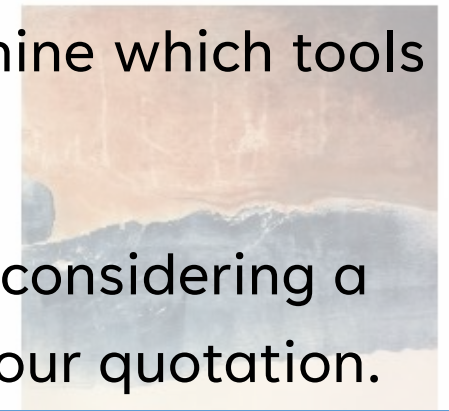


POSSIBLE TOOLS

-  The human eye and **the yellow blob**
-  Word
 -  Infopedia (Pt dictionary Add-in for Word)
 -  QuillBot
 -  Grammarly
 -  Editor (formerly Spellcheck in Word)
 -  The Writer's Diet
-  memoQ
 -  LiveDocs
 -  TM and/or TB
 -  Concordance
-  Google Search
-  DeepL
-  Linguee
-  Sketch Engine
-  Hemingway
-  CMOS online
-  Dragon Naturally Speaking
-  Subtitling software
-  PDF Converter
-  Physical notebook and pencil, flint for sharpening pencil
-  Skype, Zoom, Microsoft Teams,
-  Google Workspace, Slack, Ryver
-  Google Workspace, Slack, Ryver, WhatsApp, Messenger
-  Google Docs - file sharing

 Often, the type of work will determine which tools you use.

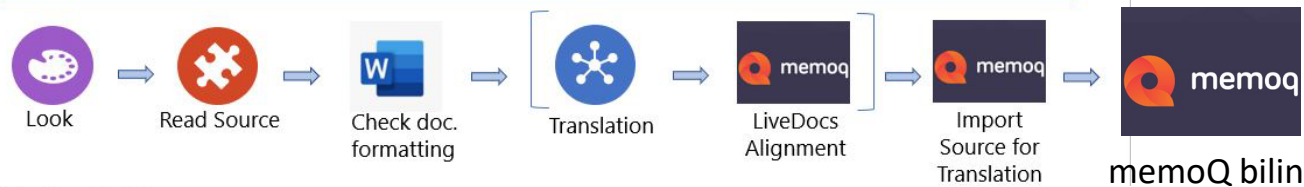
 This is worth thinking about when considering a new work request and preparing your quotation.





WORKFLOW

Preparation



My screen configuration is designed to have the **bilingual view in memoQ front and centre - Screen 1.** Verification tools and synonym finders are all on Screen 2.

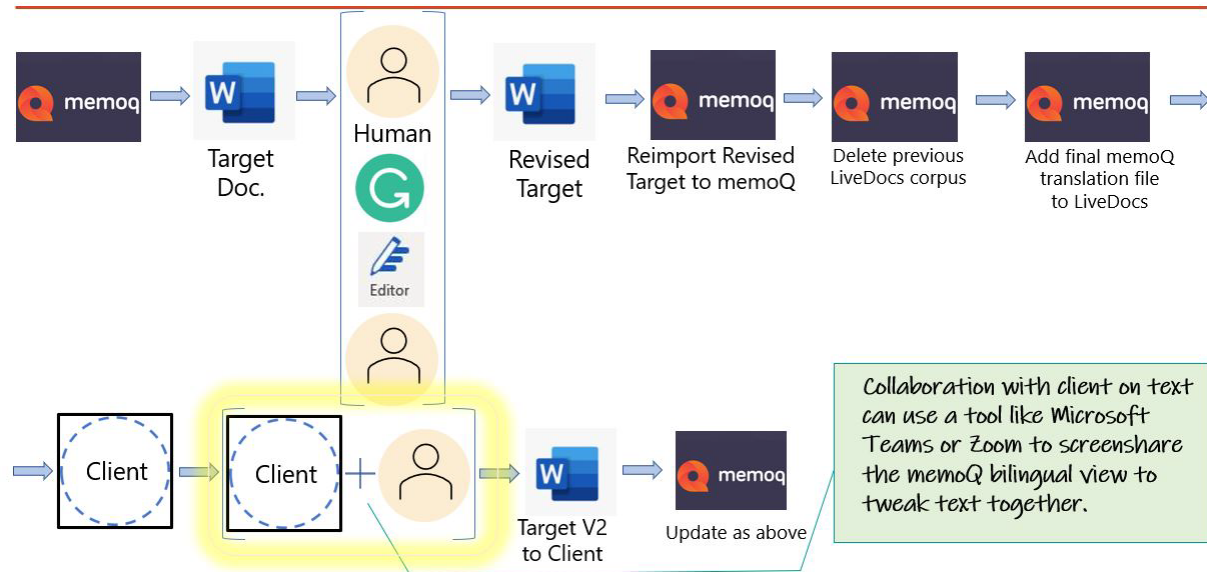
Screen 2



Google Search



Final steps



Collaboration with client on text can use a tool like Microsoft Teams or Zoom to screenshare the memoQ bilingual view to tweak text together.



DEVELOP TACTICS FOR CLIENTS TO VALUE YOUR EXPERTISE



SIGN YOUR WORK

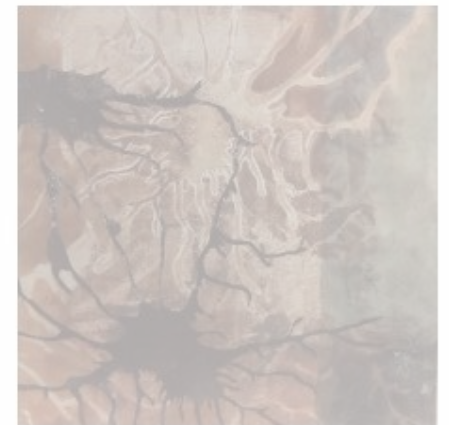
- While strategy is the action plan that gets us where we want to go, tactics are the individual steps and actions that will get us there.
- They instil a desire for superior quality in the client's mind.
- Sign your work





AFFIRMATIONS

- I am a skilled, disciplined and dedicated professional. I focus daily on my goals and desire to develop my translation business into a successful and dynamic enterprise which brings me intellectual and financial fulfillment and reward.
- We are in control of our working conditions unless we relinquish control. There's nothing that says that clients own you. Only you can give them that impression... or not give it.





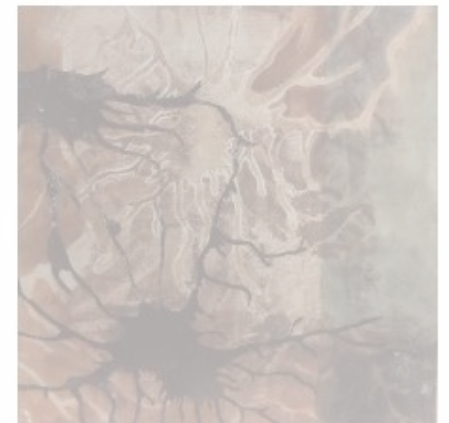
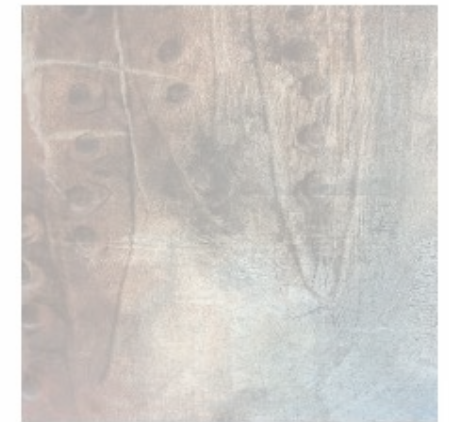
TACTICS



- Show professionalism from first contact before quoting to thanking the client for payment.

Tradução de português para inglês de um project museográfico e museológico para o Centro XYZ, um texto com cerca de 2.500 palavras.		500,00
IVA 23%		115,00
Base de incidência em IRS -- Sobre 100% -art. 101.º, n.ºs 1 e 9, do CIRS		
Retenção na fonte IRS --A taxa de 25% - art. 101.º, n.º1, do CIRS		- 125,00
Valor total a pagar	EUR	490,00

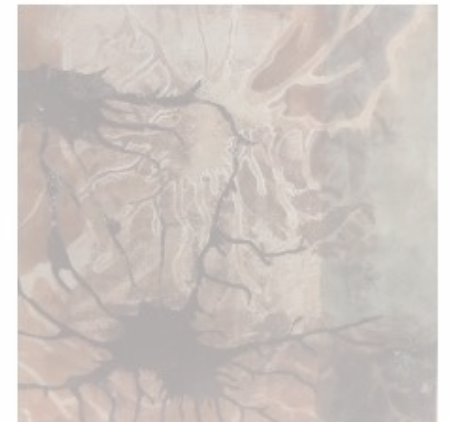
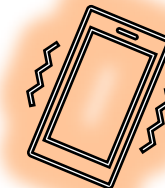
- Make sure that your first contact with the client is a pleasant one.





INCULCATE A DESIRE FOR SUPERIOR QUALITY IN THE CLIENT'S MIND.

- You have to ensure that you can guarantee the claims you make about quality to the client.
- Every written or oral communication you make should imply the imperative of quality: the idea that you want the best for your client - questions, queries.
- This imperative says that you stand by your work.
- From there, it is easy to request that your name appear in the credits.
- Keep communication channels open.

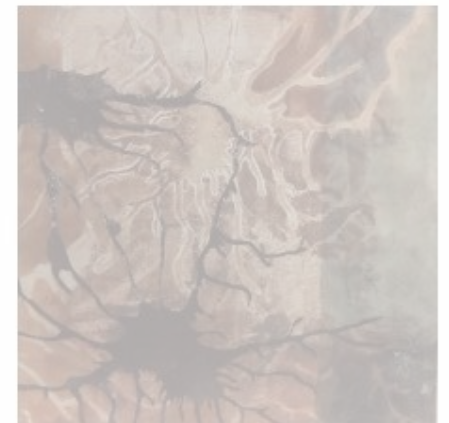




FORMS OF COMMUNICATION.



- Meetings with the client through
 - Zoom, Microsoft Teams, Google Meet
- Share a screen in real time with a client to finalise a text (useful tool: a second screen)
 - Advantage 1: Very effective way
 - Advantage 2: It shows the client the level of your mastery of the art of translation/proofreading
 - Advantage 3: Strengthens the relationship between client and translator
 - Result: More work.
- Platforms for discussion with colleagues: Slack, Ryver, Mural, Google Spaces





THE SONG THAT TOOK WORK

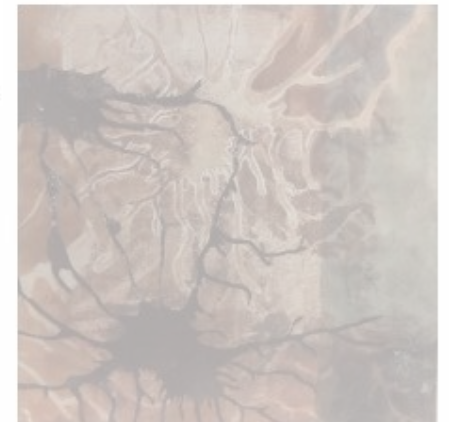
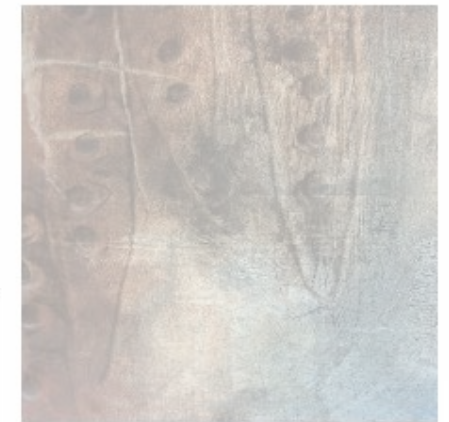
O refrão de uma canção tradicional do Alentejo, "Já morreu o rato lá na Vigueira".

<https://www.youtube.com/watch?v=EYmpW8dvuYA>

Uma fábula sobre um rato que morreu, possivelmente de demasiado vinho. 😊

Português	Tradução literal	Tradução nas legendas
Já morreu o rato	The rat's already dead	The rat's already dead and gone
Lá na Vidigueira	There in Vidigueira	There in Vidigueira
Há vinho barato	There's cheap wine	Where wine goes for a song
Há vinho barato	There's cheap wine	Where wine goes for a song
Já não há quem queira	No one wants any more /Now no one wants it	And no one wants it any longer

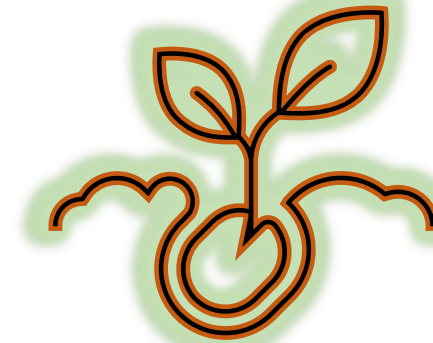
There were other translation challenges in this job...





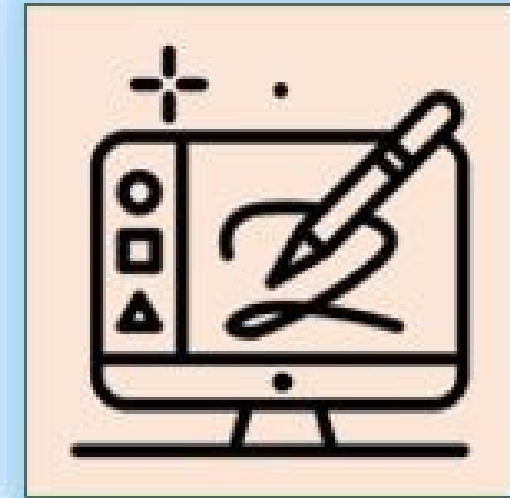
SEEDS IN SUMMARY

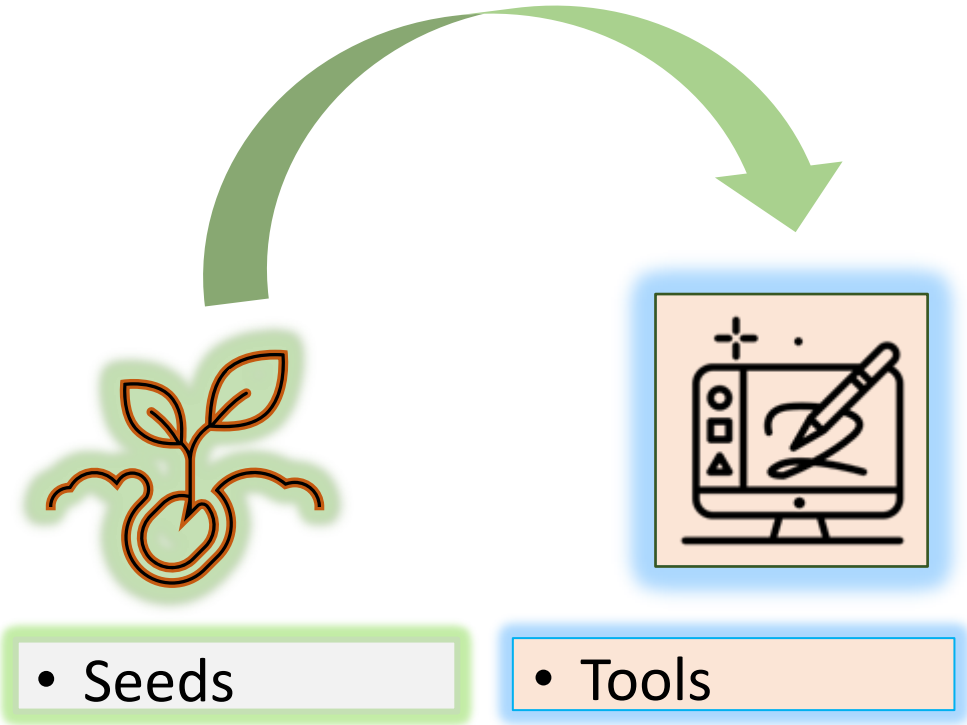
- ✿ Deliver impeccable work
- ✿ Specialise
- ✿ Hone your craft
- ✿ Identify processes that help
- ✿ Develop tactics so that clients value your expertise
- ✿ Sign your work
- ✿ Have fun!



TOOL OVERVIEW

- Knowledge
- Skills
- Time
- Collaboration between colleagues
- Terminology work
- Choice of possible tools
- Workflow
- Affirmations
- Tactics
- Inculcate the desire for superior quality in the client's mind
- Forms of communication
- The song that took work (arising from the need to deliver impeccable work & the opportunity to learn a new skill)





Thank you for your kind attention.